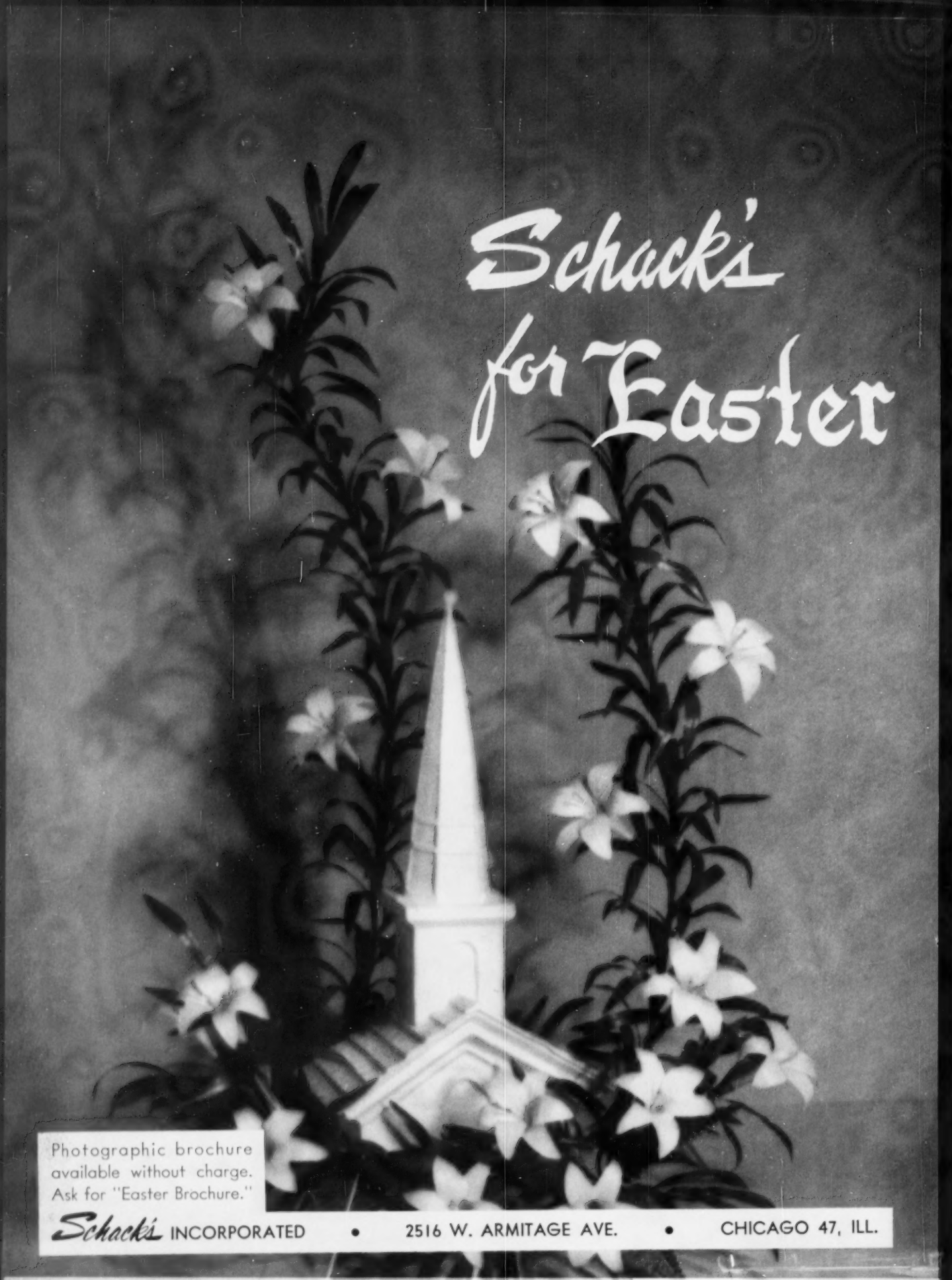
THE INTERNATIONAL DISPLAY AUTHORITY • FEBRUARY 1956

DISPLAY WORLD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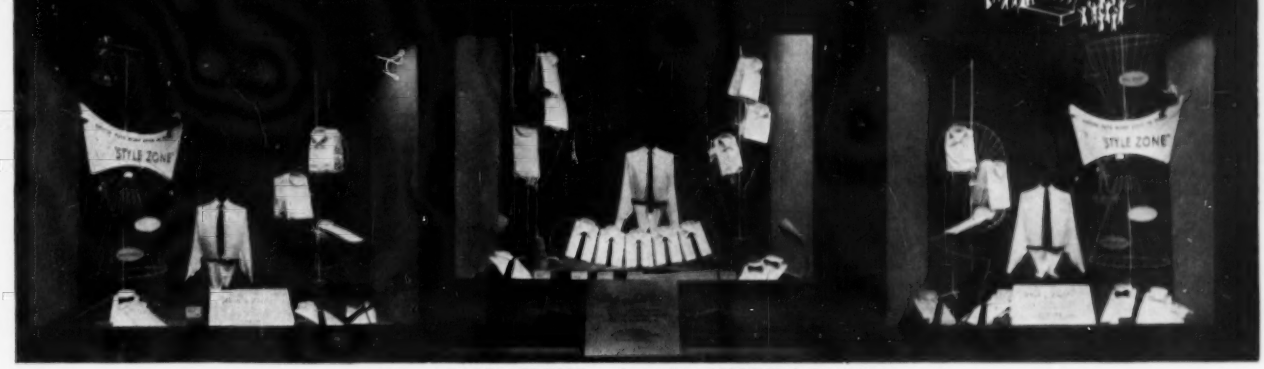
Showmanship in Selling *Pays Off*

because .. it stimulates the emotions which develop the urge to buy



As shown at MACY'S, NEW YORK . . . three striking ARROW "Style Zone" Windows.

WLS ITINERANTS

AMERICA'S LOWEST COST MOST EFFECTIVE MEDIA AT POINT OF PURCHASE

One of the finest examples of the use of Showmanship in modern display is the WLS Itinerant Promotion. Shown on this page are typical window installations of the Arrow white shirt "Style Zone" Itinerant . . . designed and produced by W. L. Stensgaard for Cluett, Peabody & Company, Inc.

Fine stores such as these . . . schedule WLS itinerants regularly . . . recognize the value of planned and tested displays designed to "follow-through" with maximum sales-winning impact at point of sale.

This display combines clever animation and lighting against a smart black fabric background insuring maximum attraction and readership . . . modern metal and plastic construction insures desirability and light weight.

WLS traveling promotions are loaned to stores on a pre-determined schedule . . . routed by our staff assisted by our field organization. The only cost to the store is the small incoming transportation charge.

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Why not talk over your requirements with our representative . . . no obligation.

"PRICE BECOMES IMPORTANT IN THE VACUUM CREATED BY THE LACK OF A GOOD MERCHANDISING IDEA"

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HANNY'S, PHOENIX, ARIZONA

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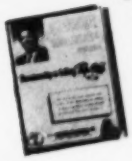

FREE—*your copy* SHOWMANSHIP IN SELLING PAYS OFF. *Write today on your letterhead.*

Ask us to call and see you. No obligation.

25th YEAR

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DISPLAY WORLD

VOLUME 68 FEBRUARY, 1956 NUMBER 2

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■ ■ ■

PUBLISHED BY

THE DISPLAY PUBLISHING COMPANY

407 GILBERT AVENUE, GARFIELD 1-2050 - 1-2051, CINCINNATI 1, OHIO

OUR NEXT ISSUE

An article on a highly successful furniture promotion at Gilchrist's, Boston, will be one of the features in the March issue, in the mail February 20 . . . Another deals in detail with the interior set-up of the new May Company Valley branch store, Los Angeles . . . Still others will highlight display around the nation.

■

THE COVER

The illustration on this month's cover shows a shirt display by Odell McWhorter, display director, Sater's, Evansville.

■

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■

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In keeping with our policy of having the best for display at all times, we are now making available a complete set of all of the presidents of the United States to be used for display during this election year.

All accurately costumed, they are 3/4 life-size and include every president up to the present day.

Included with the promotion is complete information of each president as to when he ran, his opponent, the number of popular votes received, his total of electoral votes, his vice-presidential candidate, and the party he represented.

With the two political conventions and the election season coming up, these will make wonderful and enducational attractions for your window and interior displays.

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☆ another exclusive Line-O-Scribe type for signing your display of fashion and quality merchandise.

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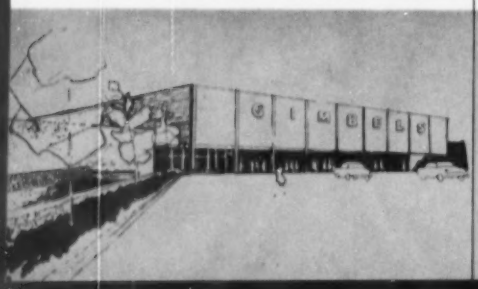
Planning
new
stores?

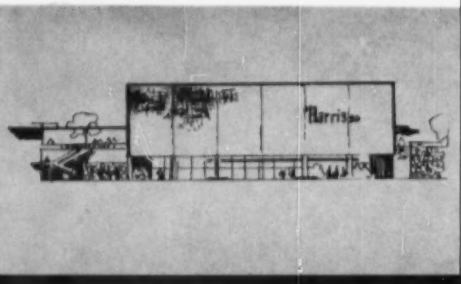
GET

DRA

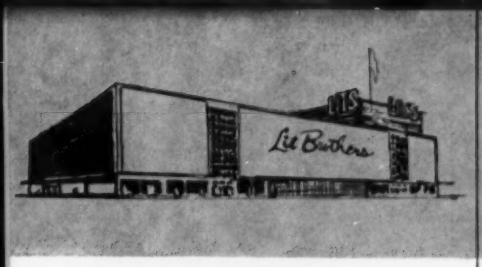
Gimbels Cheltenham
Welton Becket & Associates, and Howell Lewis Shay designed it. Display director: A. Van Hollander.



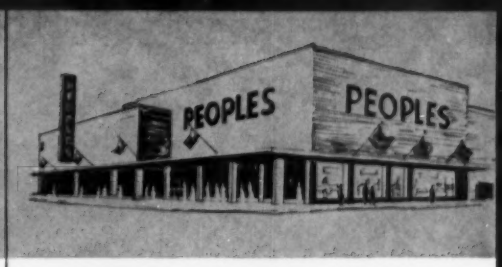
A. Harris, Oak Cliff Center, Dallas
A complex of 38 shops and stores in 105,000 sq. ft. 3200-car parking. Architects: Welton Becket.



Meier & Frank, Salem, Oregon
183,000 square feet of floor area. 1000-car parking. Architects: Welton Becket & Associates, James L. Payne.



Lit Brothers, Camden
Architects: Thalheimer & Weitz, Copeland Novak, William Scull, Earl Fralick.
Display director: Thos. B. Comerford



Peoples Outfitting, Lincoln Park Plaza, Detroit
Architects: Wiedmaier & Gay and Maxwell Wright
Builders: Adler Jaffa & Linden.
Display director: Shockey Wein

MA

into your displays

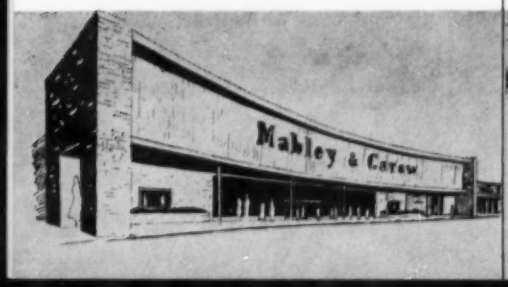
If there's to be Drama in the displays of your new store, let the display areas be planned in detail before the store is built. Begin by asking a Display authority to sit in when architects and interior designers confer with you. This will integrate your visual merchandising with the very structure of your new enterprise. Then, multiply your selling opportunities by having a Williams man detail display equipment from your floor plans. He not only will recommend appropriate mannequin types and fixture designs, he also will suggest how and where they should be placed to garner the top customer dollar.

"Dot's Tournament of Roses" is the new Williams show.
The sooner you see it, the better your displays will be.

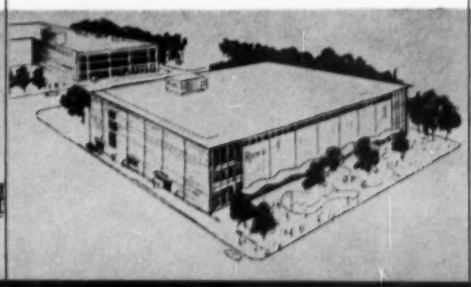
D. G. Williams Inc.
498 Seventh Ave., N. Y. 18
Dot Williams, president

Mary Brosnan Mannequins
Durabelle Plastic Mannequins

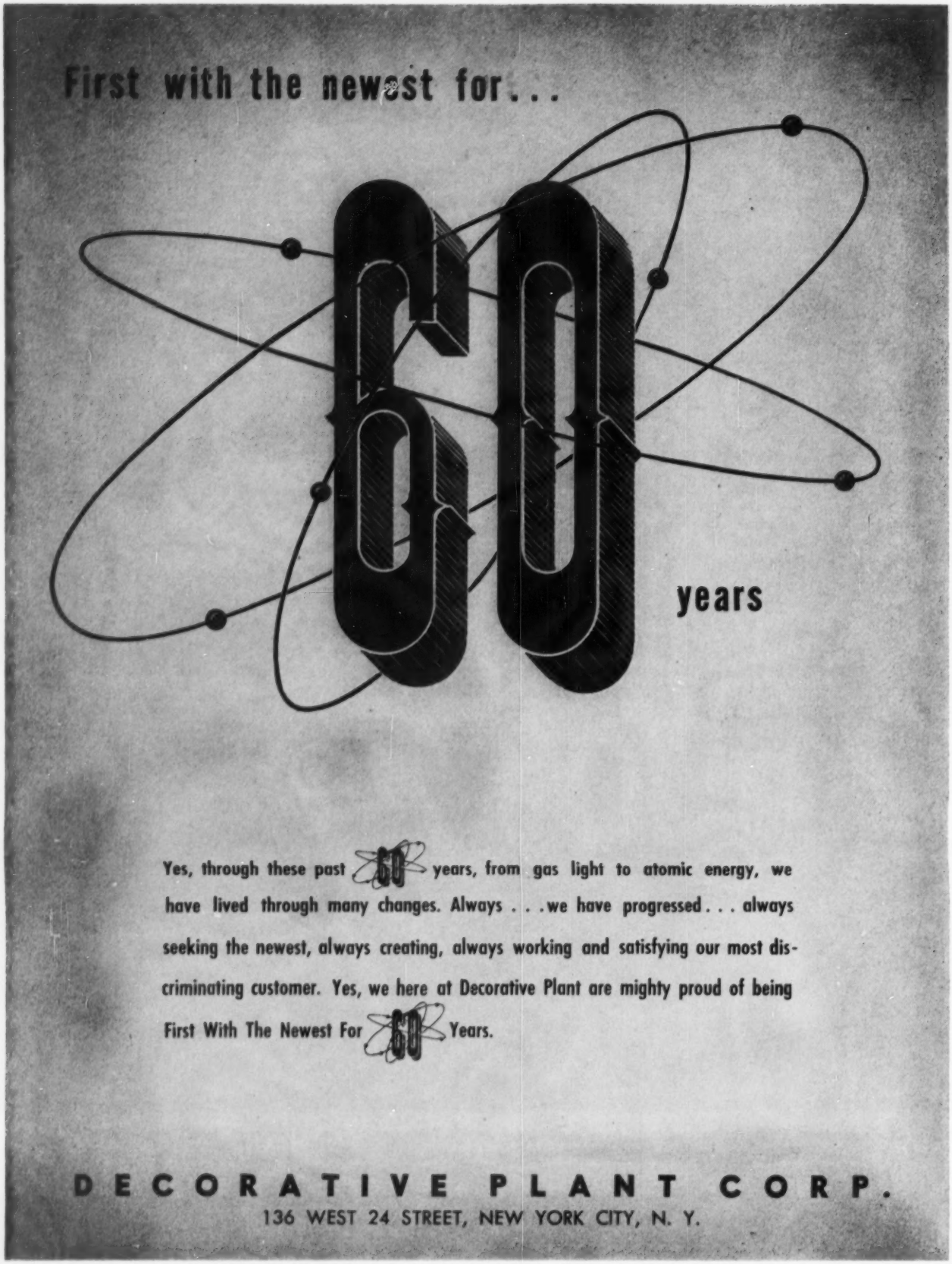
Mabley & Carew, Western Hills Plaza, Cincinnati
43,000 sq. ft. of floor area in new $750,000 structure.
Architect: R. E. Van Alstyne. Display: Del Heizer.



Rich's, Knoxville, Tennessee
256,000 square feet of floor area. 1500-car parking.
Architects: Stevens & Wilkinson, and Barber & McMurry.



John Wanamaker, Wynnewood
150,000 square feet of floor area. 1200-car parking.
Architects: Wallace and Warner, Philadelphia.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Yes, through these past 60 years, from gas light to atomic energy, we have lived through many changes. Always . . .we have progressed . . . always seeking the newest, always creating, always working and satisfying our most discriminating customer. Yes, we here at Decorative Plant are mighty proud of being First With The Newest For 60 Years.
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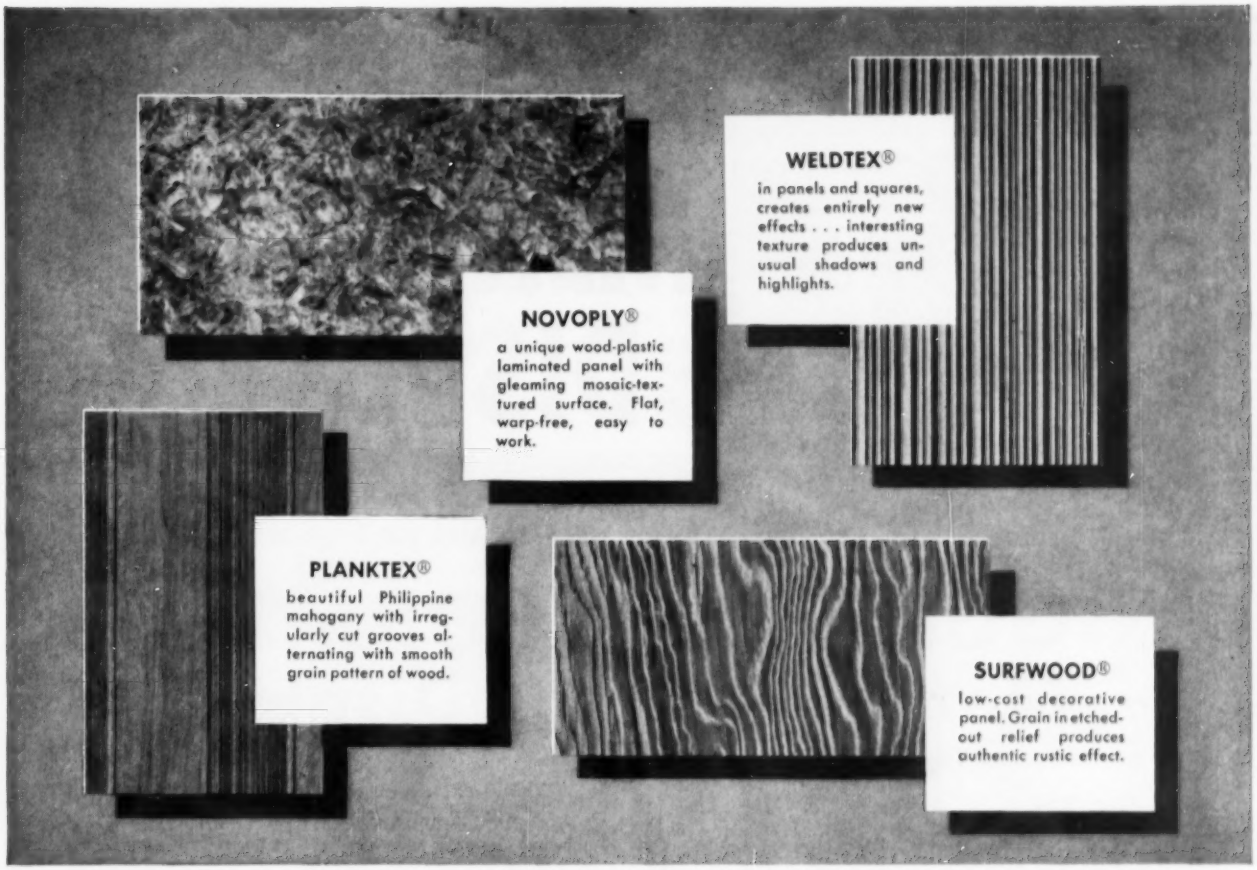

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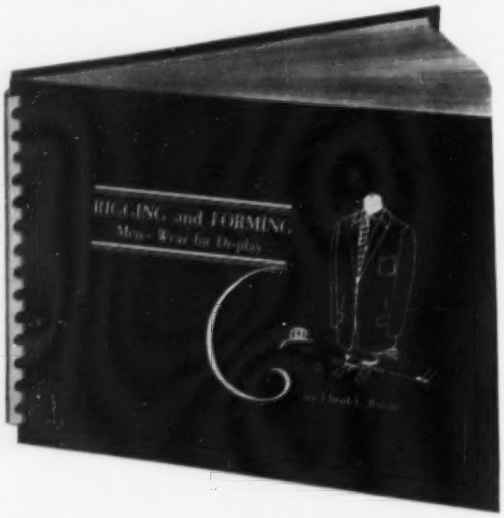

HOW TO get top MEN'S WEAR DISPLAYS!

This new book shows you how to rig and form men's wear apparel professionally and expertly

RIGGING and FORMING
Men's Wear for Display

By LLOYD L. BUZAN

Men's Wear Displaymen and Retailers have asked for it!

Finally the insistent demand by displaymen and retailers has been answered by this new book on the preparation and handling of men's wear for display by a noted authority on the subject, who has spent a lifetime in this work.

Here is a book that will pay for itself over and over again by increasing sales from your men's wear displays. By following its step-by-step photographs and instructions you can give your displays that crisp, professional look that makes your merchandise stand out at its very finest — and this definitely means more sales.

Every phase of forming and rigging men's wear for display is answered in easy-to-understand instructions and photographs. Whether it's dress shirts, sport shirts, clothing, in fact, everything from hats to shoes, you will find detailed instructions for their preparation for the final display setup.

The displayman will find the book of great practical value and at the same time the store owner and beginner will find this book an absolute necessity. With the aid of this book anyone can learn to handle men's wear like the famous men's stores.

Completely illustrated, step-by-step photos and instructions, simple to follow.

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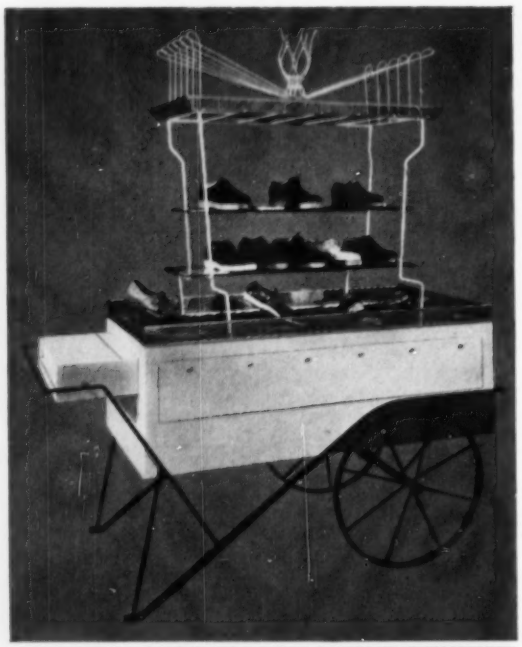
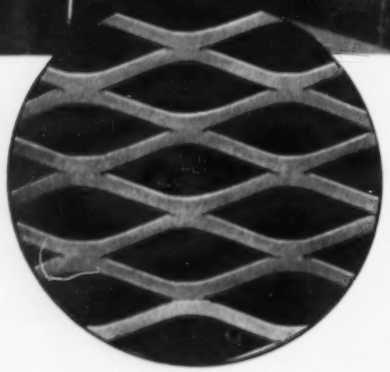


Left: Penmetal expanded metal used for decorative wall treatment and display trim in a department store.
Above: Display cart trimmed with Penmetal expanded metal.



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Makes handsome, modern store and office ceilings and walls. Due to extreme lightweight is easy to handle and erect. Can be galvanized, tinned, polished, plated, painted or enameled.

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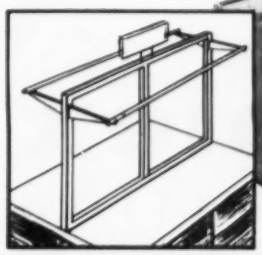

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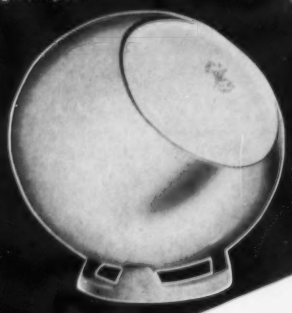
Amplex Swivelite C125H "Adapt-A-Unit" construction permits complete interchangeability for all parts for constantly new lighting setups.



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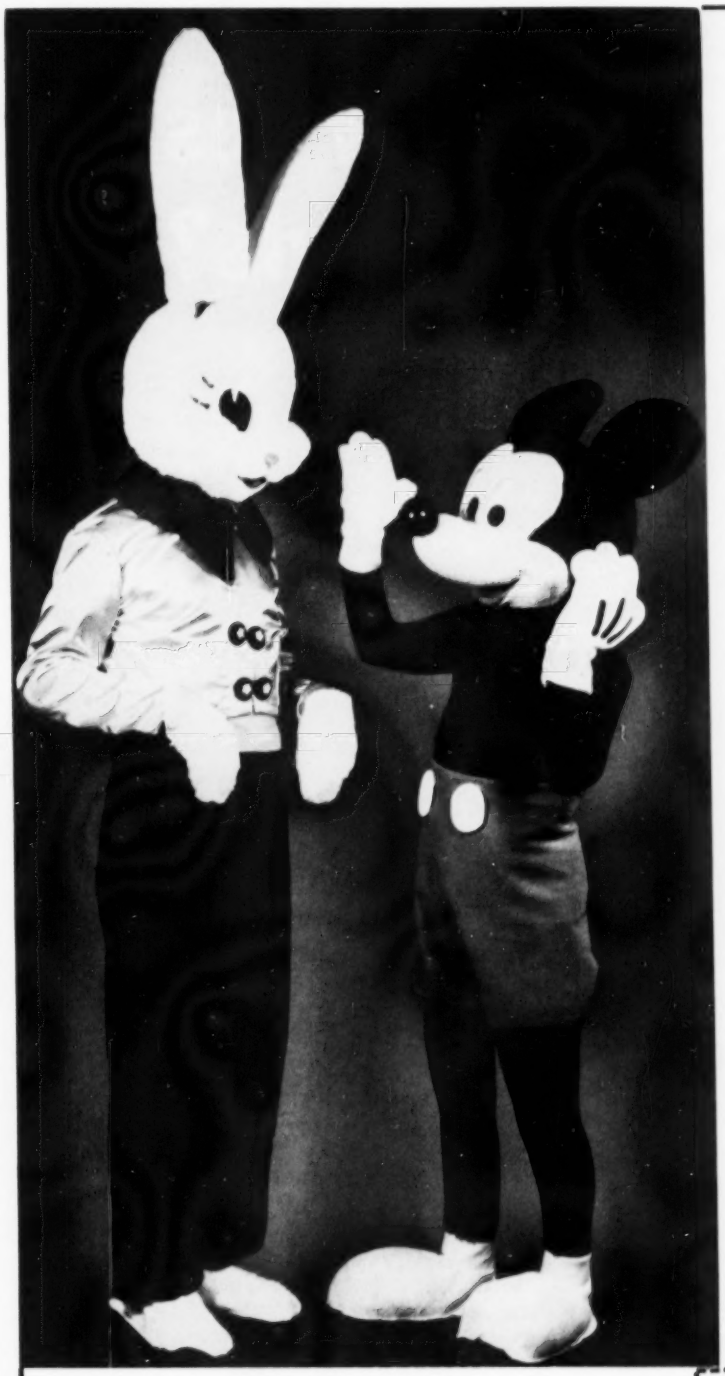

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The ONLY way to tie-in with

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Authorized costumes for living PERSONAL Appearances costume for your store's Mickey Mouse Club House or other Promotions for local Mouseketeer fans.

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EASTER BUNNY OUTFIT as photographed . . . fine quality purple velour trousers, pink satin jacket and white brushed rayon head, complete . . . **$120**

Gertrude Cornell

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EASTER BUNNY COSTUMES @ $120 ea.
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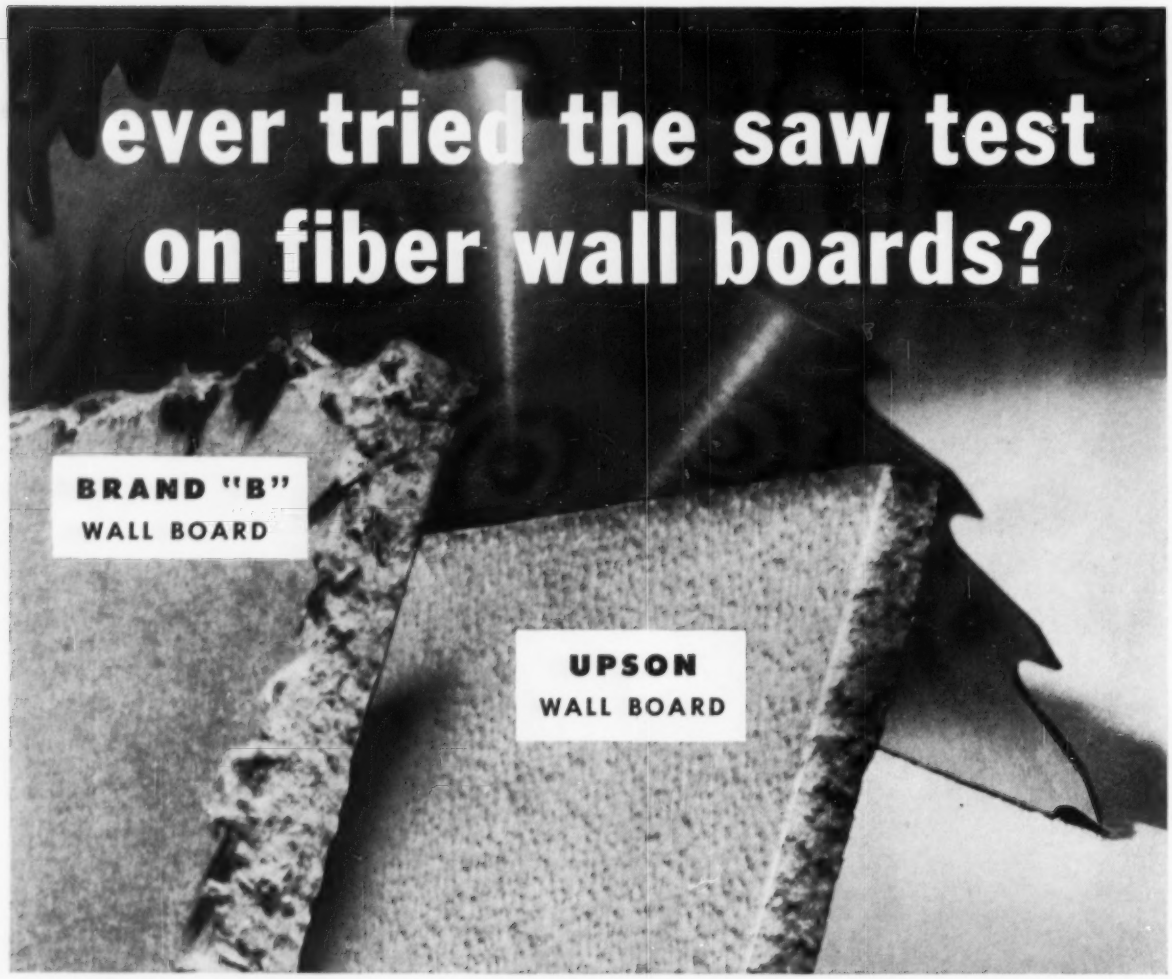

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How a fiber wall board saws is a sign of its inside quality. And look at the difference in the saw test. Upson 3/16" (as pictured above) is cleaner, smoother . . . the competitive board is rough, unsightly, a useless edge.

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Upson wall board comes with softly pebbled surface on one side, smooth on the other.

Upson wall boards are truly versatile with thousands of uses in display work. Also available: 1/10" Easy-Curve, 1/4" Striated and Cut-Out Letters. All made by The Upson Company, Lockport, New York.

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99% new spruce wood fibers laminated for great strength

DISPLAY TABLES—

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AT UNBELIEVABLY

LOW PRICES!

SMART!
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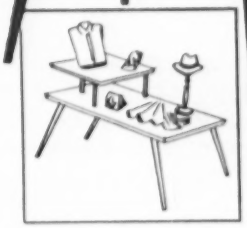

No. 22 LIMED OAK AND EBONY FINISH TABLE 18½" x 36½" — *$13.95*

Ideal units for interiors, windows, elevations, counters—for displaying and draping of merchandise. Easy to trim —so functional and yet so low in cost. Use singly or in groups for many interesting and unusual arrangements.

Also available in all-over Mahogany finish at the same prices
(MODELS 21-M, 22-M, 23-M)

(All items packed two per carton — all prices F. O. B. Factory, Ohio)

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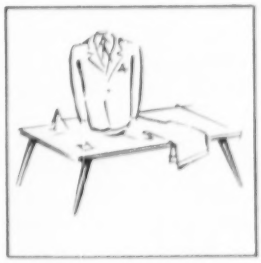

No. 21 LIMED OAK AND EBONY FINISH TABLE 15½" x 24" — *$13.95*

MAHARAM
Fabric Corporation

NEW YORK: 130 West 46th St.
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LOS ANGELES: 1113 So. Los Angeles Street

Editor's Comment

When you come to the New York City article on pages 22 and 23 in this issue, I wish you would look particularly at the first illustration -- one of Tiffany's Christmas window displays. This is the first time a Tiffany window has ever appeared in DISPLAY WORLD, so far as I can recall. Heretofore this famous company has always had neat, dignified display presentations of no special display interest...but all that is now changed since Tiffany's is being operated by the Hoving interests and Gene Moore, the talented display director of Bonwit Teller -- also a Hoving operation -- has been given the responsibility for its displays.

The new display policy at Tiffany's is exemplified by this window showing an angel of pure gold wire holding in her hands a diamond of more than 128 karats and valued at $500,000. How better could a display for this internationally-known store dramatically portray the spirit of Christmas than by the figure of an angel bearing a precious gift, and how better could it symbolize all that Tiffany's stands for as one of the great jewelry firms in the world? But more impressive than this, it simply goes to show in an inspiring way the difference a given kind of display policy can make in a store's approach to the public -- and how readily a good displayman can dramatize that store to the people of the community...

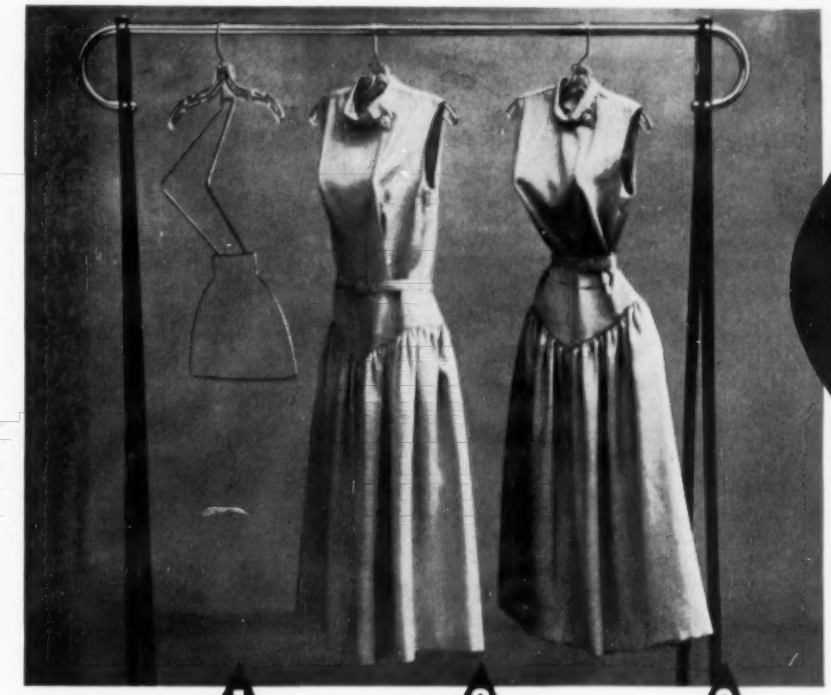
In last month's column I mentioned our new book, "Rigging and Forming Men's Wear for Display," and that it would be ready for shipment around February 1. The response from the display field in the form of advance orders has been excellent, and a number have written in to say that such a step-by-step book has been badly needed for a long time. And meanwhile, "Dynamic Display," now in its second edition, continues to be in demand. Just the other day we received orders from two universities for 41 copies to be used in their distributive education classes...

I wish it were possible to acknowledge personally all the Christmas greetings received here during the holiday season, but it isn't humanly feasible and so I will just say "Thanks to all of you" here. Many were from overseas, including four bottles of wine from W. M. de Majo, of London. The message which came from the greatest distance, and certainly the most expensive, was a phone call from my good friend "Andy" Andrews, in Wellington, New Zealand, whose call came through a few minutes before midnight on Christmas Eve so that we were talking with each other when Christmas actually arrived -- in Cincinnati, that is, for it was already over in New Zealand. And without doubt the most unusual greeting was in the form of a tiny self-standing candelabrum with real candles, from Vid Rosner and Mrs. Rosner out in Hollywood.

Every year on Christmas Eve I receive by special delivery some hand-made greeting of this sort from the Rosners, and it always makes Christmas just a bit more heart-warming because it reminds me of the day ten years or more ago when Vid sat in my office and told me something of his history. Born in Europe, through some quirk of treaties and international boundaries after World War I he became literally a man without a country. This made it almost (Please turn to page 64)

for life-like ZEST and SPARKLE

see the newest economy display for **Manufacturers' Showrooms Or Retail Displays**



HANG-A-FORM *Mannequin*

for a natural drape without pins

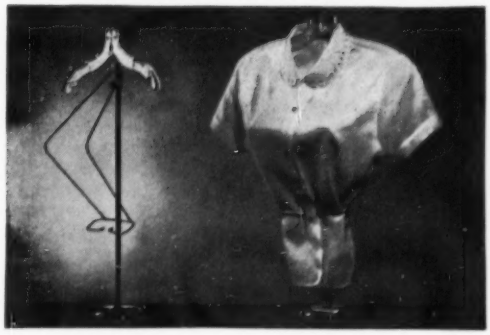
it's as simple as...

1. HANG-A-FORM comes pre-formed ready for use
2. Slip dress on HANG-A-FORM MANNEQUIN
3. Tie belt around waist and your display is complete

Patent No. 2648468 and other patents pending

HANG-A-FORM MANNEQUIN, MODEL No. 1005
for Housecoats • Dresses • Bathrobes
as shown with standard hanger hook
12 or more, each..... $2.50
Less than 12, $2.75 each

MODEL No. 1006
with swivel "T" stand fitting
12 or more, each..... $3.00
Less than 12, $3.25 each



HANG-A-FORM MANNEQUIN
MODEL No. 1000 for Blouses • Sweaters
with standard hanger hook
12 or more, each..... $1.50
Less than 12, $1.75 each

MODEL No. 1002 As shown with swivel "T" stand fitting (chrome stand additional)
12 or more, each..... $2.00
Less than 12, $2.25 each

and best of all . . .

- Requires no special draping skill
- Sets up within a matter of seconds
- Needs no pins
- ***Heavy plastic hanger and full chrome plated metal parts assures a long life of service***

JOBBERS: All prices are list and net F.O.B., Factory.
Write for complete catalog of Garment Hangers and Display Fixtures and for discounts.

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suburban location serviced by four bus lines was chosen for this new store, which is the 17th retail outlet to be established by Sears in Mexico since the chain entered the country in 1947. This site affords parking space for 450 cars in a continuous parking area on three sides of the building. An unusual feature is the incline of this parking area which permits a direct entrance into the second floor of the store on one side. Walks with wide overhangs permit the shopper to step directly from car to shelter, which is a great advantage during Mexico's protracted rainy season.

The two-story facade, a combination of artificial stone, ledge stone, and Italian tile, is distinctive and modern in design. The facade is windowless except for one display window at the street entrance.

Replacing closed window display areas are exterior walls of glass facing the parking areas. On the ground floor, mannequins

New Mexico City Store Combines

SEARS, Roebuck & Co. advertises its new store which opened in Mexico City on September 21 as the company's most modern and elegant store in the Americas. According to Manuel Sotomayer, head of Sears' store planning for the firm's Mexican operation, the new Oklahoma City and San Antonio stores were used as models for this new venture; the general effect is one of spaciousness, cheerfulness, simplicity, and efficiency.

The two-story building is the visual proof of Sears' phenomenal growth in Mexico. Contributing factors to its success undoubtedly have been a lack of competition in its particular field, its willingness to become a part of the Mexican scene, and the introduction of modern merchandising in Mexico. In line with Sears' policy, the new store has the latest retailing features, including many specialized services for the buying public.

To prevent the drawing away of customers from Sears' other Mexico City store, a

are placed on movable platforms with plywood backing directly in the selling area of the ready-to-wear department but facing the parking area so that they may be seen as customers approach the side entrance. The reverse side of the plywood backing of these displays, which is used for dress racks or mirrors, is attached to a slotted aluminum upright. This upright is screwed into the false ceiling and into the floor to make the whole display immobile. Among the advan-

—Top, this view of the hardware department gives some idea of the variety of display fixtures used. The rear wall is of perforated metal . . . Center, this second floor scene shows another use of wall space lighted by fluorescents concealed by a cornice supported by iron brackets . . . Left, both walls and pillars are used for display in the curtain and drapery department. The man in the foreground is Manuel Sotomayer, head of Sears' store planning in Mexico—

—At the right, the ready-to-wear department, showing the sunburst formation of racks and small platform displays . . . Center, model kitchens and baths are displayed against walls; note the combination lighting fixture . . . Below, the department sign is of black wire mesh; display tables are of mahogany and have ample storage space; the rear wall panels are of perforated hardboard—

tages of this type of display are two — customers on entering the store may examine these displays closely, and by releasing two screws the whole display may be removed easily.

As mentioned, the general effect throughout the store is one of spaciousness, cheerfulness, uncluttered simplicity, and functional efficiency. Low display cases and tables with few elevated displays give a sweeping visibility to the 103,172 square meters of selling area. Pillars are inconspicuous, being painted to merge with the

Simplicity And Efficiency

By EDITH TODD OGDEN

Uniformity in mounting the various types of fixtures gives an impression of unity to the store. All fixtures are mounted on low, recessed, solid black bases. This allows toe room for the customer, prevents giving a look of "heaviness" to the display, and makes for ease in cleaning.

All wall space in the store is functional. Wall treatments are as varied as departments, but all are used for display purposes. Wall shelving, usually of glass, has been kept to a minimum. Lingerie, blouses, and sweaters are displayed on perforated hardboard panels behind the display counters. Hardware is displayed on perforated metal panels which form a partition wall (see the first illustration).

In the furniture department complete living room and bedroom displays are separated by easily removable plywood partitions. The walls are neutral dark shades.

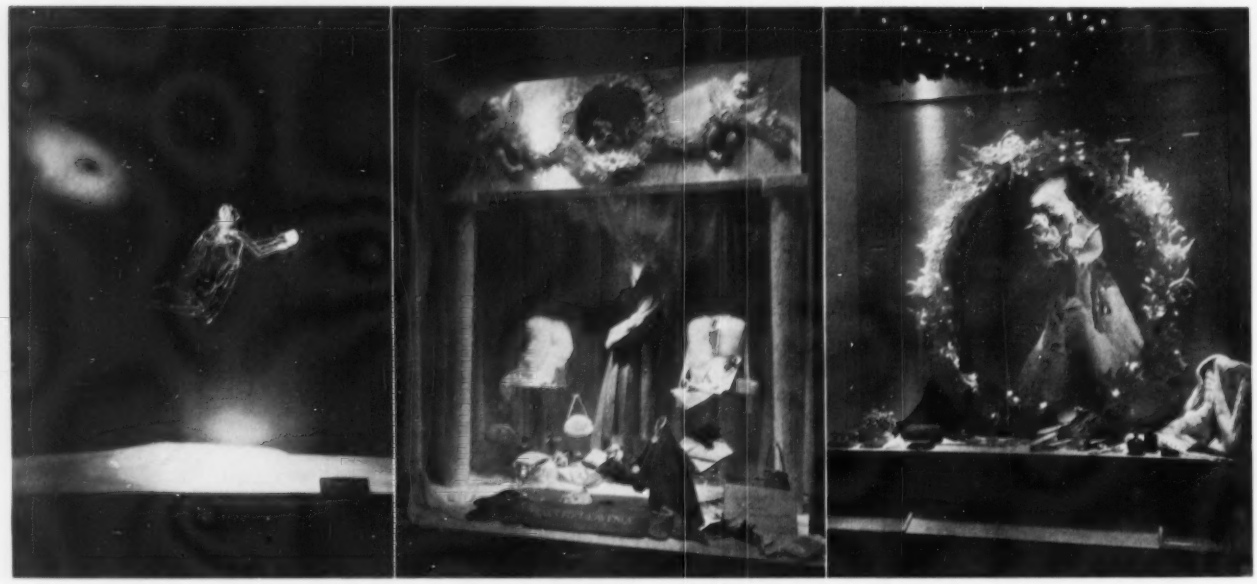
[*Please turn to page 52*]

wall tones. Novel department signs of black steel wire mesh with artistic white lettering are suspended from the ceiling. These contribute to the feeling of spaciousness and are easily read from a distance.

All 45 departments use open display. The display fixtures were all made locally in a carpenter shop set up by Sears. The material used is mahogany plywood shipped directly from the Yucatan peninsula.

Although varying greatly in design for the ultimate in functional efficiency, all fixtures are extremely plain. This gives the impression of simplicity to the store as a whole. Much use is made of tiered display tables with storage space beneath. A below-eye-level perforated hardboard backing is frequently used on open display fixtures for the showing of small objects.

Enclosed counter cases are used sparingly. Case frames are made of narrow steel bands, giving a maximum area of visibility.



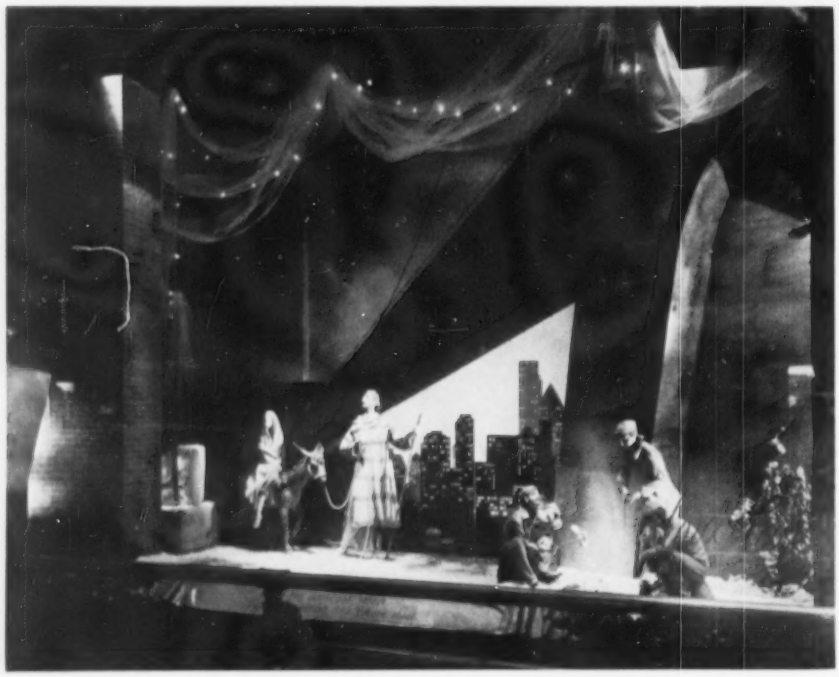
Enchantment In Manhattan Display

By CLARA BALDWIN

FANTASY, fairy tales, and folklore were blended in display with the traditional Christmas story to make a rich pageant in New York City for the holidays. Display-wise, this has been an exciting season for Manhattan. So ingenious have been our displaymen that the job of selecting from among the wealth of displays offered through the month is exceedingly difficult. Public response, too, has been enthusiastic. Along the street, one hears ecstatic remarks of appreciation and pleasure.

A host of angels moved into Manhattan in sundry displays throughout the city, from the group of heralding angels in Rockefeller Plaza to the single small gold one at Tiffany. Departing from a style they have followed for the past 20 years, Tiffany & Co. unveiled Christmas windows designed by Gene Moore, who was recently appointed display director for that store as well as of Bonwit Teller. In the first of these windows an angel fashioned of 18-carat gold wire was suspended against a night sky, holding aloft the largest canary diamond in the world. White powdered snow covered the floor, and a copy card set in the snow read "The Tiffany Diamond 128.51 carats. The angel 18-carat gold." Tiny white clouds floating in the night blue sky were obviously ring-shaped.

While glittering angels across the façade of Saks-Fifth Avenue made a part of the overall picture with the heralding angels in Rockefeller Plaza across the street, Sidney Ring, display director for Saks, used cherubs to adorn the caps of his columned structures in the windows themselves. The two columns were of plaster, as was the cap. The two cherubs were sculptured on it in bas-relief, each holding one end of a garland of frosted fruits and weeds. In a circular bay at the center of the arch, surrounded by the frosty white garland as a frame, were metallic wrapped gift packages. Behind the columns was a white curtain draped in a semi-circle, and the floor was covered with a white rug. Centered under the arch was a lone mannequin wearing a fur coat; the mannequin was a futuristic figure mottled in gold and wearing a coiffure of white grasses and weeds adorned with gold roses. Gift merchandise was arranged on the floor, window ledge, and on glass shelves and displayers. Included among the merchandise was a white brocade dog blanket set with rhinestones. Copy read,



—At the upper left, by Gene Moore, Tiffany's . . . Upper center, by Sidney Ring, Saks-Fifth Avenue . . . Upper right, by Gene Moore, Bonwit Teller . . . At the left, by Paul Vogler, Lord & Taylor . . . (All photographs by courtesy of Virginia Roehl Studio, New York City)—

At the right, by Andreas Hvorslev, Ohrbach's . . . Center, by Jack Cobb, Henri Bendel's . . . Below, by John Liles, Franklin Simon & Co.—

"Your gift from S.F.A. says 'Merry Christmas and always the best!'"

For an unusual series of displays Gene Moore, display director for Bonwit Teller, arranged tableaus set in oval shaped shadow-boxes of the senses of Christmas — of which Mr. Moore says there are six: sight, sound, touch, taste, smell, and the sixth—fun and nonsense. In the display titled "The touch of Christmas—magic to the fingertips," a lovely feminine figure wore a white fur gown trimmed with silver and a white fur hat and carried a white lamb in her arms. A screen of a white textured fabric shot with gold formed a frame to the shadow-boxes, with the oval opening edged in greens heavily flocked with white. Frosted twinkling lights were imbedded in the edge. The floor inside the box was snow covered, the wall was blue, and on the ledge in front of the screen gift items were arranged, including a white fur jacket.

Mr. Moore used angels, also, not pictured, to complete his panorama of the many faces of Christmas. The angels were in the two windows immediately adjacent to the entrance of the store as though on guard. Each was dressed in crystal snowflakes.

Lord & Taylor, where Paul Vogler is window display director, added a new dimension to the Christmas story by setting the traditional figures from Bethlehem against modern Manhattan settings. In the one scene pictured here, the first of the series, Joseph was seen leading the ass which Mary is riding as they approached the end of Brooklyn bridge. The lighted towers of Manhattan gleamed across the East river, in which small boats were riding. The night sky was a deep blue washed with light. In fact, a blue tone predominated in all the settings. Near the pillar of the bridge along the wharf, vagrants were cooking their supper in a tin can over a glowing bonfire. Behind them was their Christmas tree, a bare-branched affair hung with scaled-down Campbell soup cans in their characteristic red and white. The massive bridge abutment beyond the group was washed with red light. A banner in front of the window ledge read: "Here above the darkened street past, present, and future meet," while a copy card at the side of the window read, "Lo, it is the beautiful Christmas story — retold."

A second window, not pictured, showed a tenement street scene and in a room above a carpenter shop a light came on at intervals to reveal the traditional Nativity group. The third scene, also not pictured, showed the bewildered Wise Men in Grand Central station, while the fourth had the shepherds grouped on the rocks of Central Park, awed by the star which hung over the brilliantly lighted skyscrapers surrounding the park.

At Ohrbach's, where Andreas Hvorslev is director of display, two Byzantine type angels and a Christmas tree were sculptured in bas-relief on a panel of a background structure (fifth photograph). Arches to either side of the panel opened to the star-studded night sky beyond, giving the effect of an Eastern court-

[*Please turn to page 60*]

Famous-Barr, Northland

Display is emphasized at Famous-Barr's new store in Northland Shopping Center, not only in its 12 display windows but in special fixturing throughout the store. Self-selection is the rule in departments whose merchandise lends itself to that particular treatment.

IN contrast to many suburban stores which have few display windows or none at all, the new store of Famous-Barr Company, St. Louis, which was opened recently in the Northland Shopping Center, has 12 large windows which can be divided at will to form a maximum of 14. They are strategically placed at corners and beside entrances so as to exert maximum impact on customer traffic. The firm's suburban policy of simplicity and understatement in displays is followed to ensure quick understanding on the part of passersby. Backgrounds and ceiling grids are flat black, and the floor is covered with a black carpet; a depressed niche along the back conceals a fluorescent strip for backlighting.

The display program, as in all three of the other Famous-Barr stores in the St. Louis area, is under the direction of Adrian Delsman. Don Schmitt, who was on the display staff of the downtown store for several years, is display manager of the Northland store.

Hundreds of service counters designed especially for the shopper's convenience and to facilitate self-selection are to be found in the store. Many months of planning went into this display arrangement, and these counters are now installed in a number of departments that lend themselves to self-selection. They are prevalent in the basement Economy Store and main floor selling areas where merchandise such as drugs, cosmetics, and notions are sold.

An example is the special counters that contain men's socks. They are partitioned to hold socks according to size, fabric, style, and color. In the drug department, merchandise counters are in several service tiers with price strips. Curving aisles and curving counters not only add to the appearance of the store, but also increase the square footage of space available for the new self-selection fixtures.

For the formal opening of the store its display windows featured the familiar landmarks in and around the beautiful Florissant valley, where it is located. A special treatment was given each of the 12 windows, described by the designers as follows:

"Mosaics of vari-colored pieces of plastic are hung from the ceiling grid. In front and behind each of these transparent networks are the major outline illustrations. When lights are set, the plastic strips take on a luminescent quality. Surrounding the mosaic center-piece are other groupings in the compositions, leading the eye toward the brilliant mosaics."

A typical example of the motifs used for the opening windows is "Life on the Waters." The Northland area has always been known for its proximity to the Mississippi and the Missouri rivers, so for this window the display theme was set with boats and boat harbors forming a background montage.

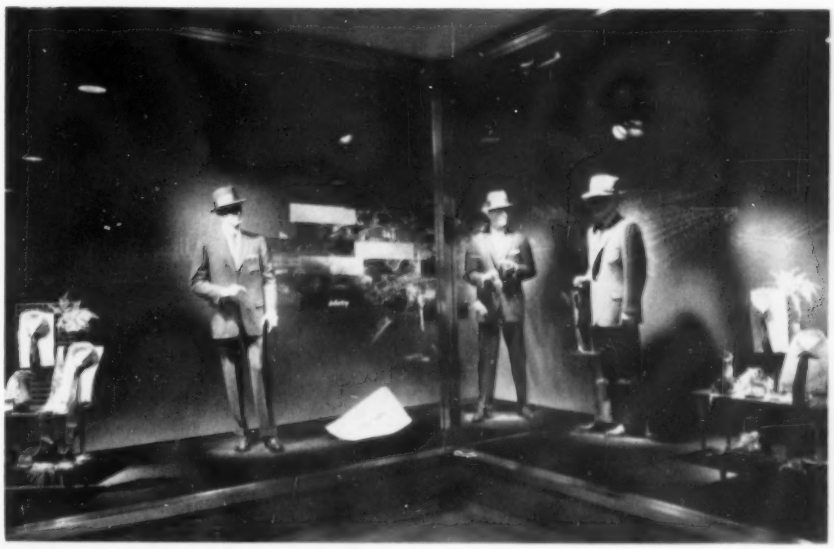
The store is another milestone in the postwar expansion program of Famous-Barr. It

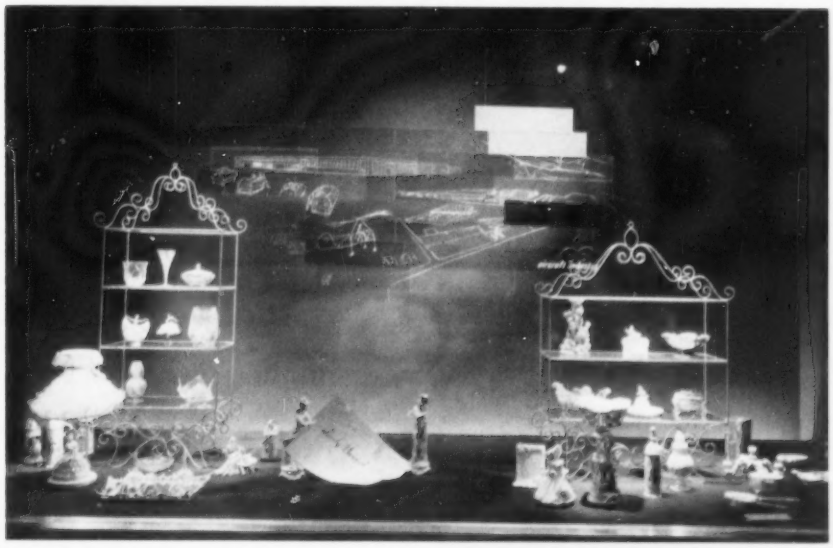
—Above is the exterior of the store, with what store officials call the "Suburban Look"—a blend of various textured building materials that give a warm, friendly air to the store . . . At the left and on the opposite page are some of the displays used for the formal opening—

is the largest branch store in the Greater St. Louis area, and one of the biggest in the country. With a combined floor area of eight acres, Northland houses more than 150 departments on its four floors to serve 500,000 people living in its vicinity.

Northland is distinguished by what company officials term the "Surburban Look"—a warm blend of various textured building materials that impart a welcome, informal atmosphere. The visitor will first note the Lannon stone (commonly called fieldstone) forming the first floor façade. The uneven lines between mortar and stone and the varying facets of the stone itself soften the flowing exterior lines and present a wide, inviting strip that girds the entire building and continues into the vestibule entrances, bringing the outdoors indoors.

Another texture above the Lannon stone, equally warm and informal, is the "Suburbia" red face brick set up in garden wall bond. This blending of materials and textures offers a picture of motion and variety appealing to the eye.





techniques used by photographers and scenic lighting artists — have been used to good advantage.

Northland's sporting goods department has an outdoor look. The man visiting this section finds the merchandise in a setting accented by red brick flooring covering an area of 3,300 square feet to give a patio appearance to the department.

Two outstanding mural artists, Edgar Miller of Chicago, and Charles Cobelle of Vermont, have added their touch to the walls of Northland with fanciful illustrations that direct the eye to each of the many departments. Miller used a striking blend of bright color schemes interwoven with silver and gold leaf, while Cobelle's illustrations were done in light pastel tints, delicately outlined.

Typical murals by Miller which catch the eye on the main floor and dining "deck" include: gift shop — three kings in stately array, clad in luxurious robes and bearing cushions on which rest rare gifts; bakery

[*Please turn to page 54*]

Covered canopies, marquees, and arcades, some as wide as 32 feet, protect all approaches to the new store, forming a total of 13,000 square feet of covered pedestrian walkways for patrons entering and leaving the store. A special feature is the ground floor set-back which gives upper level protection in the form of arcades on the north, east, and south sides. Marquees are located at each of the main floor entrances — over the main entrance on the east side and the two other entrances on the north and south sides.

Complementing the attractiveness of the exterior is the interior design. Patrons will notice the uncluttered, free-flow arrangement, bathed in daylight illumination achieved by a combination of fluorescent and incandescent fixtures set into the ceiling and indirectly diffused by reflectors.

The second floor at Northland, with its curvilinear walls, has modern decor. Each department is individualized, creating its own atmosphere to set apart its own fully displayed merchandise. A variety of lighting techniques —indirect, back, side, key, and top lighting,

THE intriguing appeal of far-off places and their current impact upon fashions has been utilized for dramatic display and merchandising purposes with exciting results in recent windows at the May Company-Downtown by Display Director Stanley Thompson. While there can be little doubt that interest in the Oriental look was stimulated through the influence of such Broadway and Hollywood successes as Kismet, The King and I, Love Is a Many-Splendored Thing, and the host of non-musical movies and plays with an Oriental theme or base, it nevertheless takes smart, modern-day display approaches and techniques to interpret American fashion translations in terms of routine, daily wearings. And this is no small job. A buying mood must be established. If the setting is too far-fetched and is unacceptable to the viewer, then the display defeats its purpose.

Stanley Thompson's series of "Oriental

The Luxury Look In Los Angeles

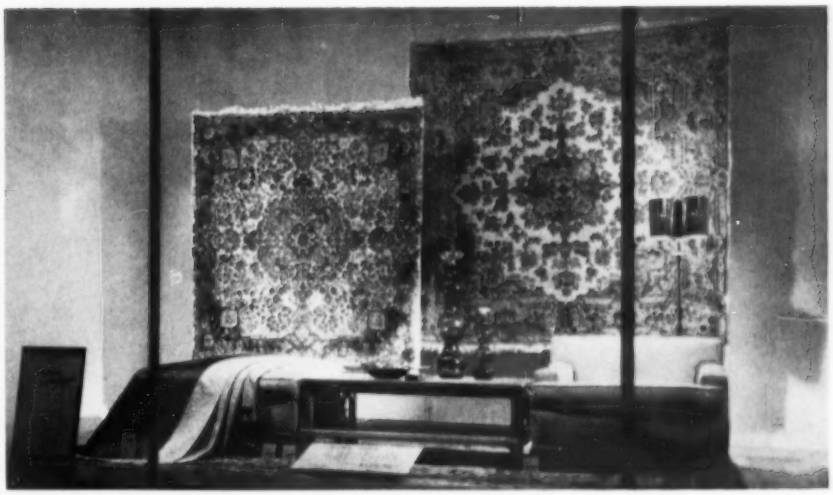
Splendor" windows, promoting the new Oriental look in ladies' ready-to-wear, is a good example of the successful, elegant, and casual approach. Huge Oriental hangings were the main property. They were made in the May Company's own art department on mustard color, translucent Chinese silk and hung on black bamboo rods with black sik cord and tassels — highlighted with white spotlighting from above. Five black pots of bamboo with green shoots complemented the fabric pattern and added dimension, line, and contrast to the composition. Brilliant color was injected by the large, semi-circular center seat units strewn with vividly-colored pillows, around which four of the five mannequins, wearing authentic imports, were in casual poses. The floor and background were neutral gray. Copy card was suspended from above in the right foreground. It read in Chinese-like lettering, "Oriental Splendor," which was lettered on rice paper hung between two black bamboo rods trimmed with black silk cord and tassels.

Turning to the Italian scene for sports fashion inspiration, an unusual and eye-compelling arrangement by Thompson resulted in concentrating on a single property. This was a series of five Pietro (weather-beaten concrete) arches in the large corner window. Being a promotional display for Phil Rose sportswear, all merchandise shown was in vibrant colors which contrasted strikingly with the white arches and white gravel on the floor. The background was a light blue. Card copy in white against light blue stated, "A Little Corner of Italy, by Phil Rose."

A holiday display at Ohrbach's, where William Meissner heads display, was interesting with dimensional four-pointed stars forming an all-over background treatment (third photograph). Two glass-shelved displayers on each side of the windows were loaded with gift suggestions, keyed to stimulate the shopping urge. Special effect lighting (side, well,

—At the top and center, by Stanley Thompson, The May Company-Downtown . . . At the left, by William Meissner, Ohrbach's—

—At the right, by Frederick A. Bower, Barker Brothers . . . Center, by William Meissner . . . Below, by Henry Jampol, Haggarty's, Beverly Hills—



etc.) was in blue, as was the metallic finish of the displayers and the bows which linked the stars.

How to take the Oriental fashion influence on the up-beat and put its attraction power to work building viewer interest in home decorations was demonstrated by Frederick A. Bower, display director of Barker Brothers, "The World's Largest Furniture Store." The idea of combining Oriental rugs with modern was pinpointed by hanging two such rugs from the ceiling. A large Oriental rug was on the floor below the Oriental modern table, flanked at each end with a modern chair and hassock with a sculptured design on the fabric. On the table were two Blenko vases and a Blenko dish in which were glass balls of

Window Displays

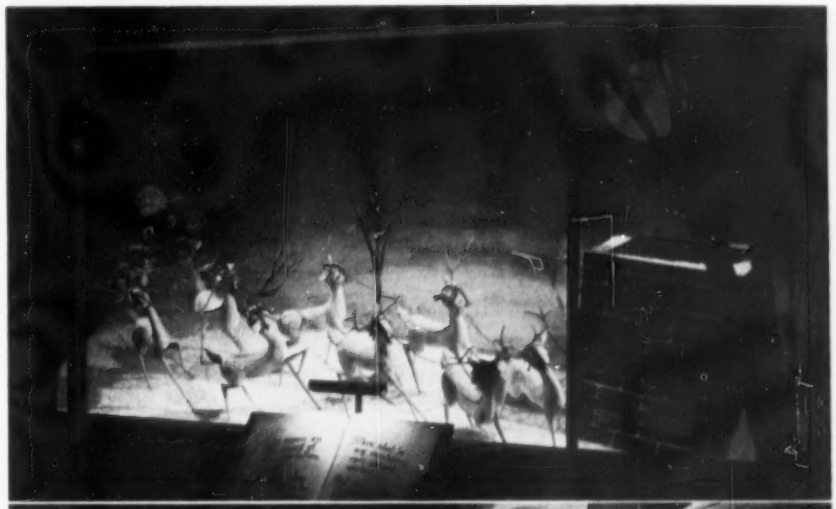
By HOWARD KUHN

many colors. Both rugs had a beige background. A suggested room scheme was implied by a length of fabric draped on the ottoman. A reader card at the left in red script lettering and trimmed with gold on a beige background with a red border said, "Fashions by the Yard . . . Rich Cherry Satin, Gold Brocades . . . and an Oriental Rug . . . Bring Color and Luxury to the Simple, Modern Setting."

Another example of the way Frederick Bower connects fabric or furniture window displays with current trends and seasonal themes which are outside the orbit of home decoration is exemplified with a gay fabric window, "Fall's Finest Fabrics" (not pictured). The only properties which appeared in the window were four white wire urns, filled with fall leaves. Two of the urns were suspended and tilted at interesting angles, as if they themselves were falling, and compelled interest which would be missing in a static or balanced placement. This window was done with a background of bright navy blue and to carry out the theme of fall tones, the fabrics were of heavy-textured pale blue and tan. The floral prints ranged from modern, maple, and traditional. The carpet was of a sandalwood color.

Mr. Meissner and Assistant Don Elliott and staff at Ohrbach's installed a number of Christmas windows based on "The Night Before Christmas" which tugged at the hearts of all Angelenos. They took excerpts from Clement C. Moore's poem and told the story visually in the Wilshire boulevard windows. The visualizations, while detailed and dimensional, were nevertheless effectively direct and easy to grasp. In the foreground of each display was a book with illuminated lettering, opened to the verse illustrated. Lighting purposely was in a low key, in keeping with "The children were nestled all snug in their beds"—and two youngsters tucked in their separate beds each facially expressed the line, "While visions of sugarplums danced in their heads." There was a white-curtained window

[*Please turn to page 58*]



Promotions . . .

by Louis Gehring

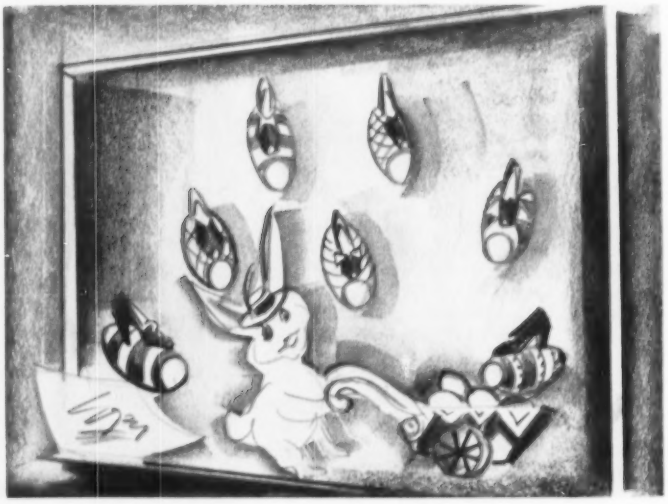
Display Designer and Consultant
New York

Arrangement: This college fashion show display consists of two definite units. It is simple and inexpensive.

Properties: College students, showing the backs of their heads, are seated watching a fashion show. This display affords an opportunity to show millinery as well as street wear. A smartly attired figure is shown modeling.

Arrangement: Several units make up this spring blouse window, another simple and inexpensive display.

Properties: This is an attractive blouse display with related accessories, i.e., gloves, scarfs, bags, etc. Flowers decorate the accessories. Flower bedecked hats may also be shown.



Arrangement: This Easter display consists of several elements in a pleasing arrangement.

Properties: Women's shoes are displayed on eggs gaily decorated with sugar frosting and flowers and grouped around a tulip display. Large rabbit is shown in lower foreground.

COMING UP

Arrangement: Another Easter window consists of three definite units in a well-balanced arrangement.

Properties: A simulated Gothic window makes an interesting background for the display of men's hats, ties, and canes arranged on the floor of the window. Copy card is shown in center foreground.

Arrangement: Several elements in a simple arrangement make up this men's Easter tie display.

Properties: Eggs are suspended in mid-air at various heights. From them are hung ties. Three ducks add further interest to the display, and a large copy card is flanked at left of window.

Arrangement: This gardening display is made up of three definite units in a well-balanced arrangement.

Properties: At the left of the window a perforated hardboard panel displays gardening tools. The gardener appears to water plants at the base of the birdhouse. Spade and lawnmower are also shown. Copy card is at the lower front of the window.

Streamlined Design, Space And

STOCK room space is kept at a minimum in most modern suburban type and shopping center stores. Accommodating stock on the floor, in each department, therefore is a major consideration in design and fixturing. It is a neat trick in fact and in deed, with good housekeeping always first on the agenda as order of the day. Most stock is visible stock which must be made to look like a natural part of each department, with no suggestion of crowding, clutter, or bargain basement catch-as-catch-can. The end responsibility for keeping everything under ship-shape control of necessity falls upon selling personnel. And whether or not this presents a practical possibility depends upon the efficiency and know-how of store planning.

Department stock on the floor calls for a seemingly contradictory requirement of spending space conservatively and lavishly. New fixtures and counter units must occupy minimum floor space while offering maximum stock space. Maximum floor and aisle space must provide selling room that will bring maximum sales results to minimize square footage cost. Physical furnishings now assume both stock room and merchandising functions, plus cost saving and sales promotion importance. Department aisle space now concerns itself with saving overhead by spending space generously, in order to save selling cost by encouraging self-selection and by speeding time cost of transactions.

"Stock on the floor" keeps up a good front only when both customer and selling personnel have plenty of elbow room . . . when merchandise is separated in simple and logical size and color stock groupings . . . when lighting is uniformly adequate so that goods can be shown and seen without either customer or salesperson moving away from the precise point where the item is easily found and taken from stock, and is easily replaced to its proper place in stock. Or, best of all, sold on the spot.

A practical demonstration of this new concept of streamlined design, space and fixture efficiency is readily apparent in the new Stewart's of Baltimore York Road store. The promise is pictured in this view of the exterior, where the lower elevation achieves color and surface interest with fieldstone topped by an overhang expanse of white brick, and forward and upward silhouette contrast in the extra vertical space built-up addition. Like many suburban stores, where foot traffic and during-and-after store hour window shopping is minimized, because cus-

—Separator devices such as the platform grouping of three children's figures are used extensively in the new store of Stewart's, Baltimore . . . At the lower left, a view of the sports wear department . . . At the lower right is a partial view of the main floor . . . (All photographs by courtesy of Retail Reporting Bureau, New York City)—

"Stock on the floor" keeps up a good front only when both customer and selling personnel have plenty of elbow-room . . . when merchandise is separated in simple and logical size and color stock groupings . . . where merchandise is easily found and taken from stock, or easily replaced in its proper place in stock.

Fixture Efficiency

By IRENE MILLER

tomers park their cars with the express purpose of entering the store, window display techniques move their prestige and selling function indoors. Happily, the typical suburban department store pulls traffic inside automatically.

Before looking into the physical aspects of this new Stewart store, a glance at the interior shots shown here will show the eye that counter fixture displays predominate in lieu of floor figure forms. Top-of-unit and counter display fixtures conserve floor space by utilizing vertical space economically. Form figure space is designed as a permanent part of separator devices, such as seen in the platform grouping of three child figures separating the children's shoe department and the millinery department. Form figure displays are also introduced via headless forms that put off-aisle idle floor space to selling use, such as can be noted in the placement of a form to utilize a narrow space alongside the register desk in the sportswear department. A smart volume-type, relatively small suburban store that carries its stock on the floor realistically concentrates display effort on the compact rather than the abstract.

Now let us look at the dual personality of Stewart's display-and-stock floor show. It's a colorful, skillful and professional performance, as conceived and executed by the Raymond Loewy Corporation.

This long view of the main floor shows how a rarefied atmosphere imposes its elegance via vertical space, with marbleized multi-branched electric candle chandelier, top-of-stock-unit growing plants, softly contrasting muted wall and pillar coloration. Repeated use of painted panel and lacquered dowel separators lengthen perspective with see-through airiness and raise the ceiling with illusion by their straight upward thrust.

—At the top of the page the toy and infants' department is seen, with the door leading to the barber shop flanked by a red-and-white pillar in the upper background . . . The entrance to the Terrace Room restaurant uses an authentic old-fashioned lamp post from an earlier Baltimore era—

At the left forefront the lingerie department segregates maximum stock on transparent shelves with a smooth talent for easy slide-off and slide-on. Counter tops are full visibility shallow glass cases, elevating displays for close eye-view and extending sliding-door concealed stock space right down to the floor. These lacquer counter cases have natural wood edges. Without a shadow of a doubt, fluorescence here clearly illuminates how adequate lighting brightens the sales potential for both customer and clerk.

The cosmetic department, in the right middle-distance, maintains a service personality with three-level enclosed stock case displays and uses a pillar as prop for close-together multi-shelf stock space, with the aisle between this heavily stocked product unit and the adjoining display providing a short-cut for selling personnel who can service all sides of the department with fewer steps and less energy consumption. Self-service open front four-level set-back units pack a maximum selling punch on both sides of the department area. Note that a floor rack of dresses, angled at one side of the cosmetic department, enjoys the space necessary for self-selling action and that this arrangement doubles earning power by keeping a traffic spot area clear for away-from-department merchandising that also benefits adjacent department activity. Mobile units, such as this dress rack, vary the seasonal selling appeal occupying this "planned empty" floor space.

Seen at the rear, entrance doors lead to a staircase with split level landing between

[*Please turn to page 62*]

Chicago's Late Holiday Displays

By JEAN MOWAT

CHRISTMAS displays were retained by many stores in Chicago until after the New Year was ushered in. Primarily, the reasons for this were two: first, the many children who are brought into the city after the heavy shopping crowds have dispersed; second, the opening of the furniture market with its thousands of buyers eager to see what State street displays were like and how the local displaymen called attention to the festival of Christmas.

"We will not change our windows until the New Year has arrived," John Moss of Marshall Field & Co. told DISPLAY WORLD. "There are too many people who were unable to see our windows prior to the holidays, and there are so many retailers coming to town who are also interested in how these were featured that we feel the many months of work put into the planning and the installation are worth extra days of presentation."

Field's windows on State street told the story of the preparation for Christmas. Beginning with December 3, when the windows were opened, the story of each day's plan was recorded in the dramatized displays. Above each window was the date, as December 6 — December 7; the first was dedicated to "Samplers to Sew" and the next section was "Small Sisters to Kiss." December 16 recorded; "Friends to Join the Fun", and December 17 indicated selecting ornaments for the tree. The dates of December 20 and 21 were devoted to "Centuries of Good Thoughts" and "Christmas Greetings."

These windows (first three illustrations) were of general interest and brilliant in color. In contrast the starkness and atmosphere of the Nativity scene at Field's created unusual comment, and was of widespread interest to the children. The theme stressed was "a cold and starlit night." Lighting consisted of alternating bulbs of blue and green spots reflected from a soft gray wall, with a small white spot to illuminate the manger.

Part of the beauty of this window was the scale on which it was done. The beige colored broken Gothic arches had on each side cutouts of all sizes and colors to give a modern mood. The plaster figures were about 18 inches tall, and in addition to the Holy Family, the kings holding gifts, the sheep, even the shepherds, the goat and the sow were on the same scale. The floor of white sand had in the center a star of darker sand.

The group of Christmas pageant windows at Carson Pirie Scott & Co., included the one in which the cast was preparing for the formal Christmas play (fourth photograph).

—The three displays at the top of the page are by John Moss, Marshall Field & Co. . . . At the left, by Clement Bradley, Carson Pirie Scott & Co.—

—Upper left, by Clement Bradley . . . Upper right, by Reed Schlademan . . . Lower left, by Carl James, Mandel Brothers . . . Lower right, by Jack Boghosse, Goldblatt Brothers—

The props stood out clearly, indicated as to Act 1 or 2, and through a break in the opening of the curtain there was a glimpse of the waiting audience. The figures in the window, dressed for their part in the pageant, were busy reading script or putting on make-up.

Fiesta colors made their spring debut in the Madison street windows of Carson's as Christmas dawned. In arranging this presentation, Clement Bradley, display director, showed the colors for spring which will be used by the store throughout its decorative work, in apparel, and especially shown in the "Boutique International." The apparel shown, from Emilio of Italy, was for cruise and sports wear in four featured colors: turquoise that is on the green side; yellow that is true daffodil; rose with a marked yellow cast, and heliotrope tending to the rich lavender of early spring flowers. These colors were selected in Europe and adopted by Carson's for use in this country and for its clientele.

"These windows are our color clue for spring," said Richard Minto, assistant to Bradley, who was vacationing in Florida. "We featured these same colors in our Jubilee linen windows and will carry out this color theme for the spring months."

The window from Carson's shows how black was combined with one of these colors to make it really effective. In addition to the apparel, and the vertical foot-wide panels of white with turquoise and black with turquoise, the same color was repeated in fine shavings, and in other windows there was sawdust used to accent the colors. An imported candle holder was a decorative motif, as was the cane chair.

"One thing which we are doing for this year," added Minto, "is to enlarge our windows. The first of this changing has been done on the Madison street windows, where we showed the first ideas in color and apparel for spring. A comparison of this reproduction with our Christmas pageant windows will show the difference in size.

"A new black and white tile floor has also been installed. Later other windows will be remodeled and new floors laid." As Carson's now own the property, after several years of uncertainty, more changes may be anticipated during the current year.

One of the most successful selling windows which Reed Schlademan, The Fair Store, has designed was this (sixth illustration) with the branches like glistening ice, and the embedded flowers and trinkets in the plastic decorative motifs as the foils against which to show luxury items in lingerie. The louvered sides permitted the use of huge bows of red ribbon against the white of the wood. The candy jar to the right was filled with gay tree ornaments.

Each item in the window was carefully selected for its color and luxury appeal, and was so presented. The packages were wrapped, and yet the inner container was also shown. The ceramic reindeer, with its jewel blanket and color, added a festive note.

Perfumes for the purse, the dresser and matching dresser sets, as well as sheer robes for the wardrobe were shown, and the many little frivolities which please women. To give further effectiveness to the window there were red spots cast on the background, which contrasted with the richness of the garments and the fabrics, and gave the icy branches added emphasis.

The children's windows at Mandel Brothers created much interest, largely because of the simplicity of the shadowbox arrangements and the natural lighting, almost without shadow. These boxes were recessed, and yet so arranged that the dark blue background into which they were set permitted silver stars to be applied like giant snowflakes. The theme of children and Christmas was cleverly captured by Carl James in these settings. The boxes were white and the color was introduced through the apparel and arrangements of the decorative motifs.

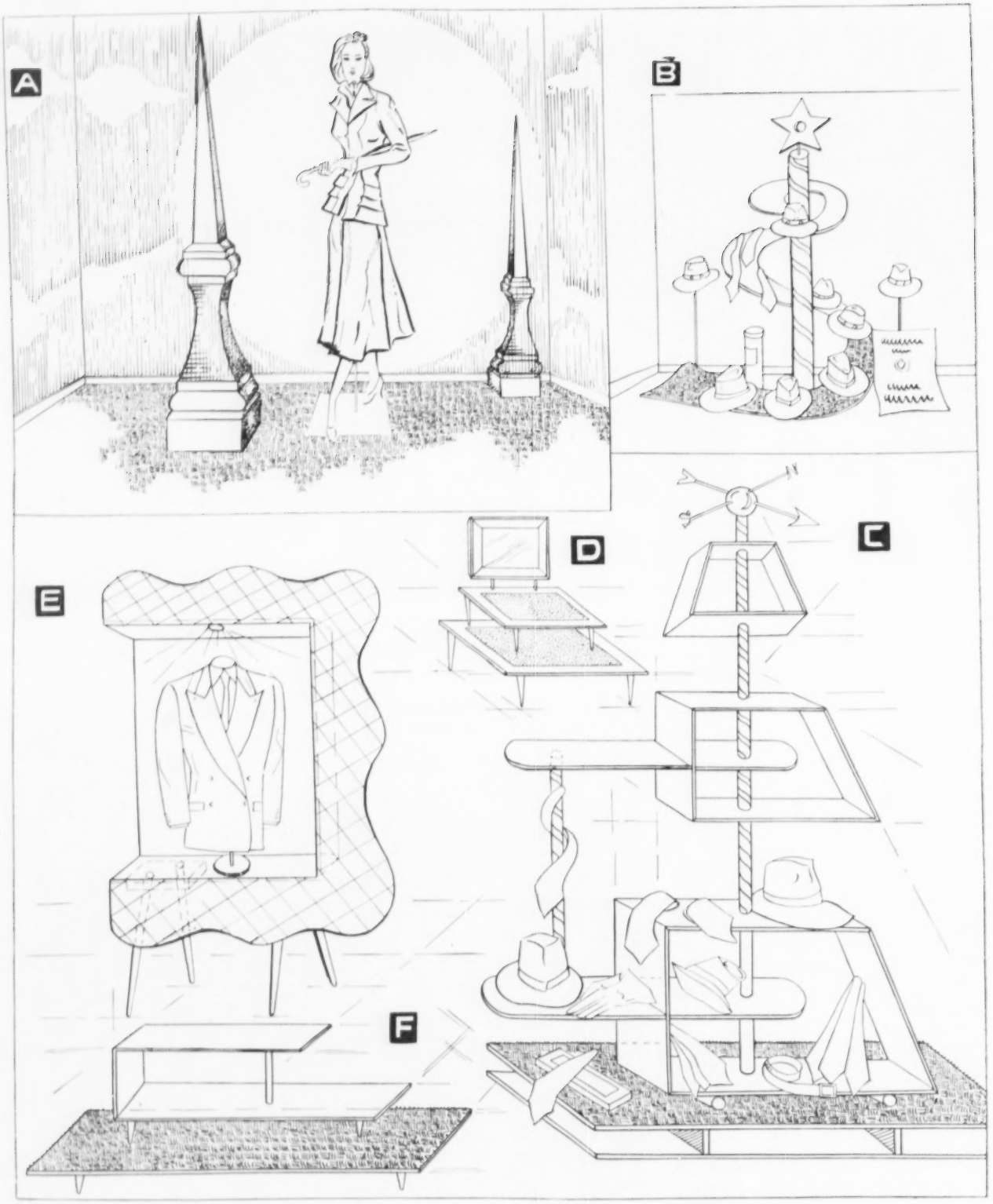
James created plenty of smiles with his year-end windows, brilliantly illumined in dazzling white. One window had a great chair in which Santa was stretched out, a

[*Please turn to page 55*]

THE main purpose of any window display is to attract the attention of people passing by and to lead that attention to the items on display.

or store handyman. Build the frame out of 12-inch pine board and then nail on the three sided ¼- or ½-inch plywood front, install the light as shown, attach the wood legs, and the

BATTERY OPERATED
STOP and GO!


A
B
C
D
E
F

THE main purpose of any window display is to attract the attention of people passing by and to lead that attention to the items on display.

Many displaymen use eye-catching center pieces or other props to do just this. Sketch A was prepared to illustrate this principle of display. The spire units are built out of plywood and the smaller one in the rear corner of the window adds depth and interest. They should be painted in soft pastel tints to blend with the garments shown on the mannequin.

These props can be used in many window and interior displays. One idea involving them is to cover the entire window floor with pale blue spun glass so it would appear that the two spires were sticking up through the clouds; sign copy reading "Walking on air" could be used to tie-in with a shoe display or other merchandise suitable to the idea.

(B) In working up these ideas each month I try to cover a wide range of merchandise; this one features men's hats and would be excellent for an early spring display of this merchandise. Use a 6- or 8-inch diameter heavy card candy-striped tube braced on the inside with a length of 2- by 4-inch lumber and attached to a pine board base. Then cut out the required width and length of wallboard and twine around the tube as indicated. Paint the assembled unit in suitable seasonal colors and it is ready to use with a wide range of goods.

(C) This displayer will prove a worthwhile investment in the lumber and time required to build it as it, too, can be used for many lines of small accessory merchandise. Use a card tube stiffened by nailing a length of lumber on the inside and build the three displayers out of pine board. Note that they can be swiveled around at any required angle and that they make it possible to install an attractive accessory display for men's or Ladies' wear.

The assembled unit can be painted in flat paint in any suitable color or an attractive natural finish can easily be applied by using these instructions: First sand down to a smooth finish and then paint with a thin coat of flat white oil paint. While still wet, wipe most of it off, leaving a little in the corners and in the grain of the wood. When fully dry seal in this frosted natural wood finish with a thin coat of clear shellac.

(D) Another useful pine board display unit that can be used in many accessory displays —or a number of them can be installed in a ladies' or men's window. In this case, suitable size mirrors should be attached to the picture frame top section as shown; they will reflect and show the rear side of all the shoes, adding much to the display. A small piece of suitably colored carpet can be tacked on to the top of each shelf and the legs can be from do-it-yourself kits; these legs can now be obtained in natural wood from most lumber yards and they come in a wide range of heights and sizes.

(E) This unit, with its built-in top light, will prove to be an attractive center piece in a men's wear window or interior setting and it can be built easily by your local carpenter or store handyman. Build the frame out of 12-inch pine board and then nail on the three sided ¼- or ½-inch plywood front, install the light as shown, attach the wood legs, and the unit is ready to paint.

The colors to be used will be determined by the season; for spring, paint the inside in a soft blue with the outside frame in a soft pastel green, or for a summer display paint the inside in a bright dark blue to snap out the white or light color of the garment; use sunshine yellow for the frame.

(F) This low step-displayer can also be constructed out of lengths of pine board painted in the frosted natural lumber finish mentioned in a previous paragraph.

Awards Are Announced In Pioneer Contest

Winners of the Pioneer Suspender Company's nation-wide "Coffee Color" window display contest, in which department and men's wear stores throughout the United States participated, have just been announced.

The winners are: first, $300 in U. S. Savings Bonds, Dan Townes and Marvin Meyers, the Fair-Ridglea, Fort Worth; second, $200 in U. S. Savings Bonds, Howard Bumba, Levy Brothers, Inc., Louisville; third, $100, Pat Lynch, Hub Clothiers, Amarillo, Texas.

A special award of $100 went to William Dannenman, The Union, Columbus, Ohio.

The judges in the contest included: Richard Lang, associate fashion editor of Esquire and fashion editor of Apparel Arts; Virginia Roehl, New York City, representative of DISPLAY WORLD, and Carl Sloss, manager for men's wear of True magazine.

Customs Displays Is New Firm

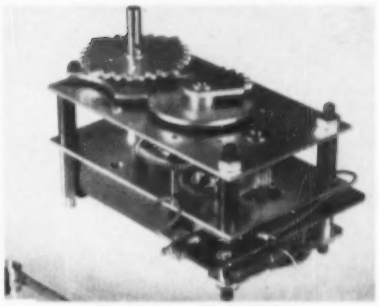
Tracy W. Brown and Herbert Ross announce the incorporation of the firm of Customs Displays "for the purpose of designing and fabricating all types of displays, exhibition booths, dioramas and related point-of-sale and promotion projects, specializing in three-dimensional displays." Offices will be at 551 Fifth avenue, New York City, with studio and workshops in the Bronx.

SOURCE SERVICE

If in any of the illustrations in DISPLAY WORLD you see some property, fixture, mannequin, or other display equipment which interests you particularly, we will be glad to supply you with the source from which it can be obtained. Just address your inquiry to the Editor, DISPLAY WORLD, Cincinnati 1, and it will have prompt attention.

BATTERY OPERATED

STOP and GO!



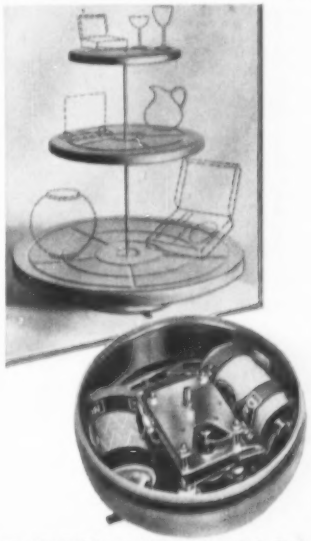
4 STOPS IN 1 REVOLUTION!

Sample unit $5.95 ● Same unit mounted in a turntable $8.95 P.P.

Runs on two flashlight batteries with a load of 6 lbs. for 5-8 weeks continuously!

"SUPERTURNA"

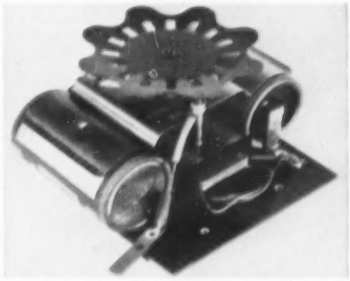
Another versatile battery-operated Turntable



MAIN FEATURE: INTERCHANGEABLE Plates! Runs on 2 ordinary flashlight batteries for 5-8 weeks with a load of 6 lbs.!

Sample Unit: $9.95 Postpaid

"LILLIPUT 913"



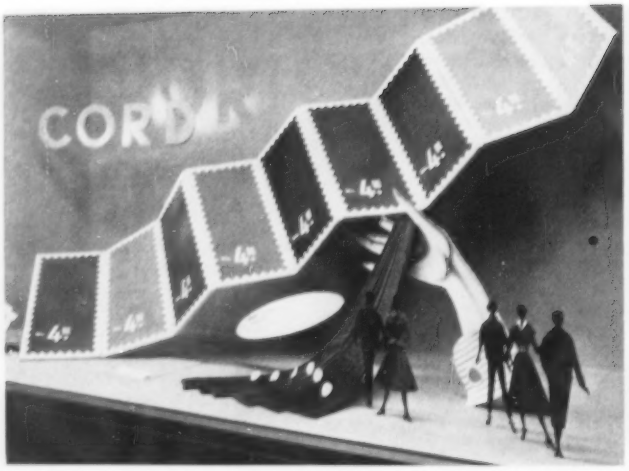
Runs on **TWO FLASHLIGHT BATTERIES 3-4 WEEKS** with a load of 4-5 lbs. Can run vertically. 5 RPM.

Sample unit with batteries $2.40 postpaid

Ask for quantity discounts

HERTVY COMPANY, INC.

REGO PARK 74, NEW YORK, N. Y.



Contest Winners

Here are five more displays which won medals in DISPLAY WORLD's International Display Contest for 1955.

At the upper left is a fabrics window by Waldemar Werner, Kaufhof-Hohestrasse, Cologne, Germany, which placed second in that classification.

Top, right, this display won first prize in the classification for infants' wear; it was by Stanley Thompson, The May Company, Los Angeles.

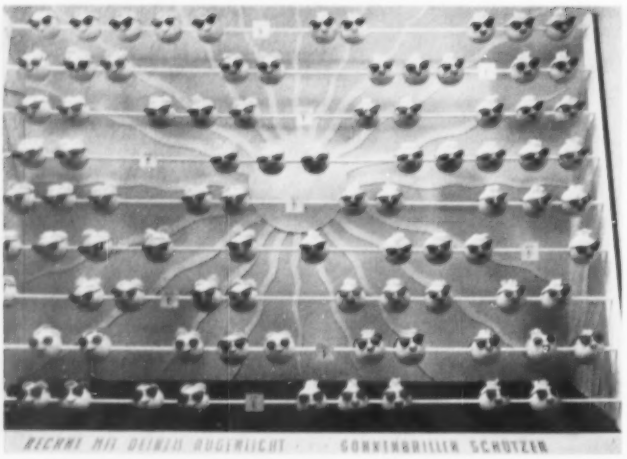
Center, a display by Hans Sittard, Kaufhof, Darmstadt, Germany, which placed second in the division for optical goods.

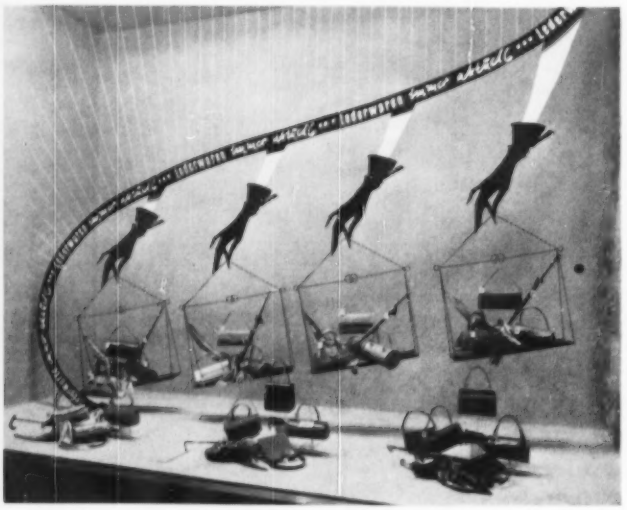
Lower left, this window by Harold McLaren, The Bon Marche, Seattle, won first place in the classification for umbrellas and handbags.

Directly below, a display by Waldemar Werner, which placed third in the umbrellas and handbags group.

The contest is being continued during 1956, with the same rules and classifications as in past years. Once again a total of 309 awards will be made, with a gold plaque for sweepstakes winner, a similar plaque for first place, one of silver for second, and a bronze plaque for third. There is a total of 99 different merchandise and service classifications, and gold, silver, and bronze medals will be awarded for the best displays in each. In addition, a gold medal will be presented for the best display entered during a given month.

The closing date of the contest during 1956 will be extended to December 31, thereby making possible the entry of Christmas displays.





Thanks!

— the flattering approval of our Spring and Summer lines during Market Week was indeed a satisfying experience and we are grateful for your visit.

SEE OR CONTACT US for STORE-WIDE PROMOTIONS

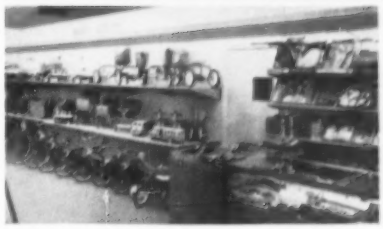
RIP Studio, Inc.

15 EAST 22nd STREET, NEW YORK CITY 10 — GR 7-3650

WE HAVE SERVED THE LEADING STORES FOR YEARS

GARCY ADAPT-A-STRUT® system for building merchandise displays

Patent Pending



MEN'S WEAR . . . WOMEN'S WEAR . . .
WHEEL GOODS . . . *EVERYWHERE* . . .

. . . it's ADAPT-A-STRUT throughout at Woodward's, Edmonton, Alta., Canada

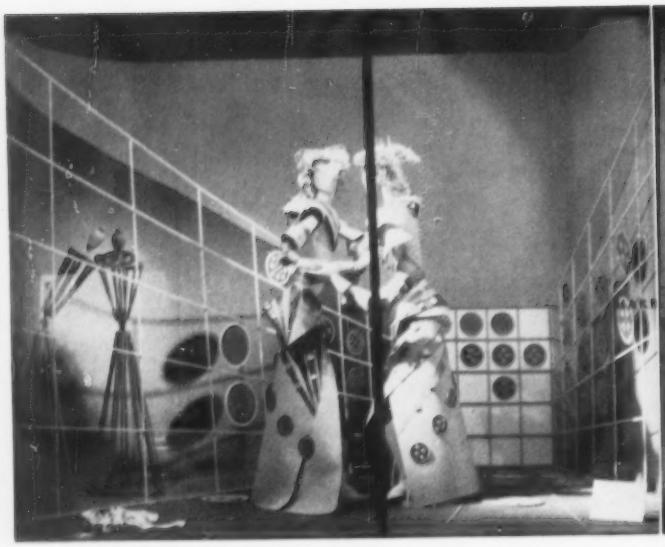
All the shelving and hang-rails seen in these pictures, all the background panels, the cornices and even the departmental dividing walls are hung from *fully concealed* ADAPT-A-STRUT uprights. Shelves can replace hang-rails, partitions can be moved and backgrounds changed . . . all in a matter of minutes! Find out what ADAPT-A-STRUT can do for you! *Send for Catalog 55-A.*

**Unauthorized use of our invention will not be permitted.*

GARCY Quality *by Design*

GARDEN CITY PLATING & MFG. CO., 1738 N. Ashland Ave., Chicago 22, Ill.
In Canada: Garcy Co. of Canada, Ltd., 191 Niagara St., Toronto

Wagner Places First
In Display Contest



Display Here And There

FOR the past 13 years Harrods, Ltd., of Buenos Aires, has turned over its display windows on the Calle Florida to an annual "Art in the Street" exhibition. This show is held during the first week of spring (which comes during our autumn season) and all the window displays are done by the most prominent Argentine artists on the general theme of "Fashion and Spring," leaving the arrangements completely to their discretion and choice.

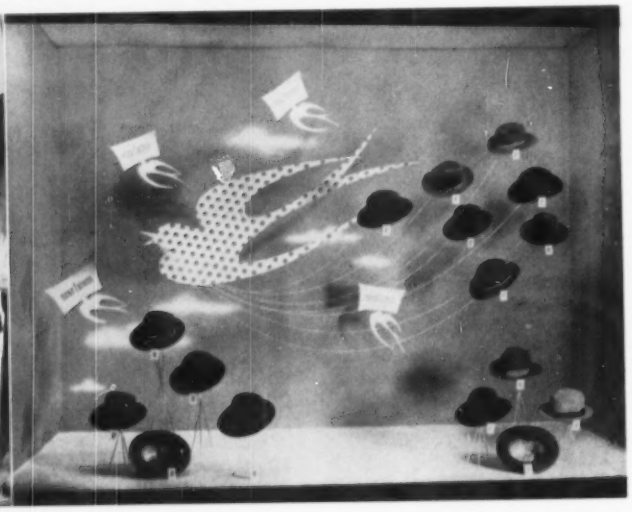
The first two photographs show how Raul Soldi (left) and Aquiles Badi handled their assignment. The former dedicated his display to "that humble accessory, the button." Badi observed the 50th anniversary of the introduction of trousers for women by showing two figures so clothed, along with two others in feminine trousers imported from Paris.

Luis G. Martignoni, advertising manager of Harrods, comments: "This is the most important fashion display in our city because it is done with the view of mingling art and commerce."

At the left is a mobile shirt display by Harold McLaren, The Bon Marche, Seattle.

As an example of the display to be found in some of the leading Paris stores, the photograph at the lower left is presented. It is a display of furs as shown by the Grands Magasins du Printemps, with the sketches on the background done in chalk. The window is shown here through the courtesy of the French mannequin firm, Siegel.

A good example of clean-cut, modern German display is seen in the final photograph. The window was the work of Hermann Schlipphacke, display director of Kaufhof stores, with headquarters in Cologne. Each of the miniature swallows bears a sales slogan in its beak.



Wagner Places First In Display Contest

Midwestern displaymen swept the field in the 1955 "Let's Go Hunting" window contest sponsored by The Sporting Goods Dealer, published in St. Louis. Top prize of $200 was awarded to George H. Wagner, veteran displayman of J. L. Brandeis & Sons, Omaha.

Other winners were: E. N. Sandifer, Tenk Hardware Company, Quincy, Ill.; F. E. Cronemeyer, Sears, Roebuck & Co., Kansas City, Mo.; Gastle H. McBride, Sears, Roebuck & Co., Bay City, Mich., and D. A. Henderson, Dobyns-Taylor Hardware Company, Kingsport, Tenn.

New Sabre Saw Is Introduced

A new sabre saw has been placed on the market by Weller Electric Corporation, 808 Packer street, Easton, Pa. It is said to be seven saws in one: rip, crosscut, coping, jig, band, keyhole, and scroll. The 110-120-v. a.c. reciprocal action tool has a polished aluminum housing for the motor, with a forward knob and finger-molded rear grip for easy handling and guiding. The blade, protected by a V-shaped foot that rests on the work, is operated by an on-off thumb switch ahead of the main grip. Descriptive literature will be sent by the maker on request.

Film-Art Corporation In New Quarters

Film-Art Corporation, a photo-mural and display organization, has moved to new headquarters of 20,000 square feet at 150 Northwest First street, Miami. In addition, the company has opened branch offices in San Juan, Puerto Rico, to service the growing market there.

Starer Interviewed On "Voice Of America"

During Display Market Week in New York City, Leo Starer, Starer Displays, Milwaukee, was interviewed by James Berg on the "Voice of America" broadcast which brings noteworthy events and information to Europe. He was queried on imports from Europe, and the American buying reaction.

Display Lighting Clinic Attended By Display Club

Members of the Display Club of Cleveland recently attended a display lighting clinic at the laboratories of General Electric Company in that city. They were guests not only of General Electric, but of the Cleveland Electric Illuminating Company.

CHECK THE ADDRESS

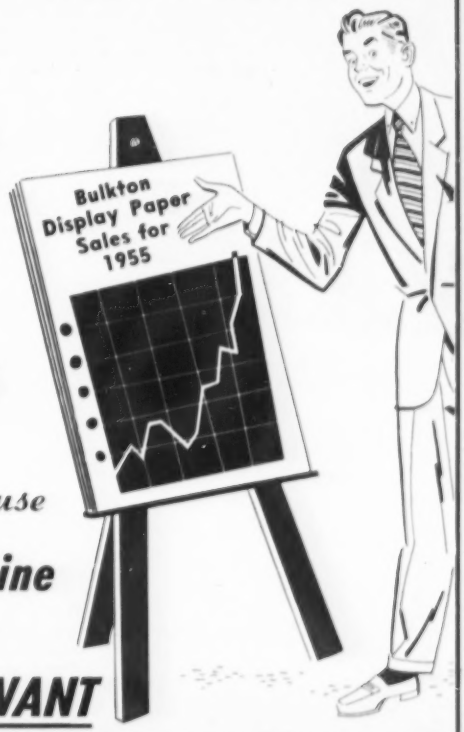
Subscribers are cautioned to check their address as it appears on the envelope which carries their magazine each month and if not correct in every detail they should immediately notify the publisher, indicating the necessary corrections, if they want to be assured of having their copies delivered.

Attention Display Dealers . . .

It isn't the line you buy . . .

It's the line you SELL that counts!

The Bulkton DISPLAY PAPER SALES Hit AN ALL-TIME PEAK IN 1955



Why?... Because

The Bulkton Line HAS what the DISPLAYMEN WANT

Write for Bulkton's NEW 1956 SAMPLE BOOK

***NEW* Display Dealer Inquiries Invited**

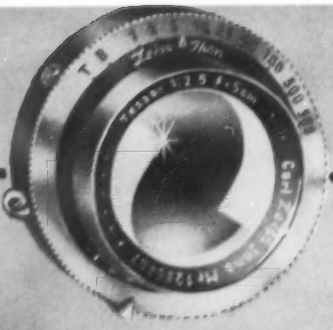
Write for Complete Information

Bulkton . . . . *Your Assurance of QUALITY*

BULKLEY, DUNTON & CO., INC.

Bulkton Display Division

CORRY 2-8257 CORRY, PENNSYLVANIA



display

...on and off the record

—Louis Villimas, who became display director for H. & S. Pogue Company, Cincinnati, on January 1. Formerly special assistant to the display manager at Sibley, Lindsay & Curr, Rochester, he was born in Lithuania, did scenic design for the European theatre, murals for several Viennese restaurants, and designed windows and interiors for department stores in Vienna and Berlin before coming to the United States at the end of World War II—

—Registering for the NADI Market Week in New York City: Left to right, Robert F. Von Suskil, Penney's, Vineland, N. J.; A. S. Albert, Albert Displays, New York City; George R. Ferry, Besse Rolfe Company, Lynn, Mass.; Frances Ferry and Mrs. Alice West, West Ferry Creations, Waltham, Mass.—

Photographs for this page are always welcome, the more informal the better. Address them to Editor, DISPLAY WORLD, Cincinnati 1.

—William Price and Mrs. Price take a breather in their exhibit room at the NADI Market Week. They are principals of RIP Studio, New York City—

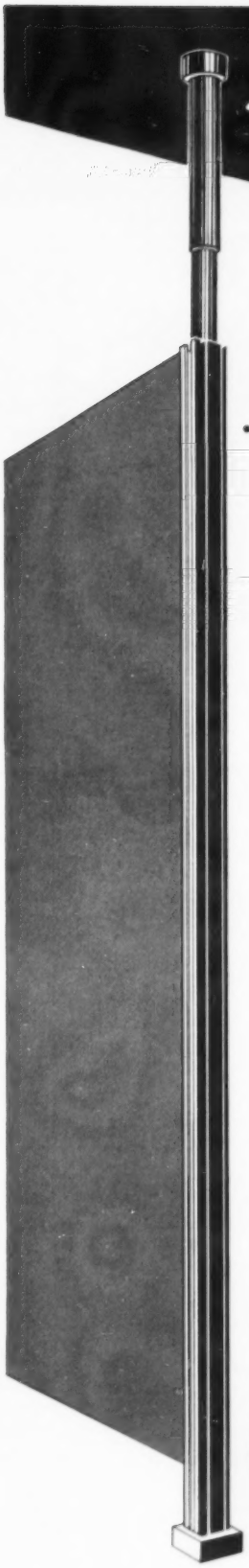
—The bride standing with her parents is Eileen Rudolph, daughter of Mr. and Mrs. Henry R. Rudolph, all of Consolidated Displays, Philadelphia. She was married recently to Eugene A. Blitman, a medical student—

—Jack Zealor, display director, Fries & Scheule, Cleveland, is congratulated by Arthur Gault, president of the Display Club of Cleveland and display director for Halle's, on his 50th anniversary in display. Also shown is the club's program chairman, Jim Carr, display director, Bing Furniture—

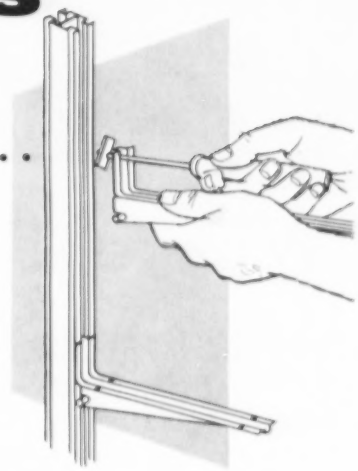
—Carl Bergmann, Palmer Associates, New York City, is chairman for the Point-of-Purchase Advertising Institute symposium for 1956. It will be held April 10-12 in New York City—

Presenting a new tool for display

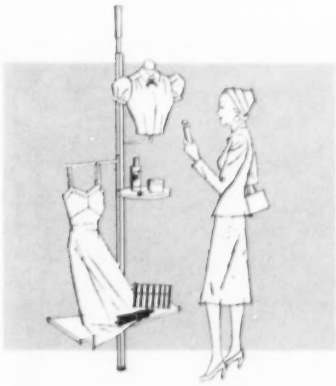
Vizupoles



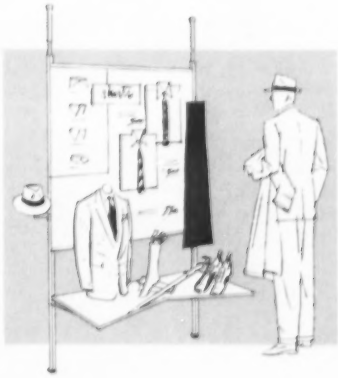
. . . this pole plus this locking principle . . . . allows you to create any display effect imaginable



No special tools are needed to assemble a Vizupole unit. Brackets, lateral joiners, and display attachments lock securely into the full-length vertical Vizupole channels with the simple twist of a screwdriver. Vizupoles are available with either a tension spring for quick installation and removal or with floor and ceiling flanges for permanent fastening.



Single-pole Vizupole displays are particularly effective in windows and for special interior effects where space is at a premium. Vizupoles are available with a complete line of Darling forms and accessories for fashionable apparel merchandising. Display units are quickly interchangeable, make Vizupole displays ideal for seasonal selling.



Vizupoles with Darling forms or mannequins for a temporary display spot. This assembly could be used with equal effectiveness on platforms or island ledges, could convert otherwise waste area into productive display.

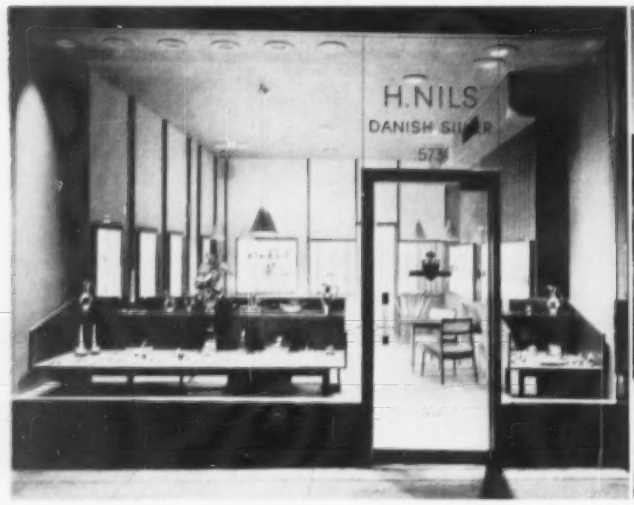
Write Dept. 5 for our new Vizupole catalog No. 365. See how this new tool is as flexible and adaptable as your imagination.

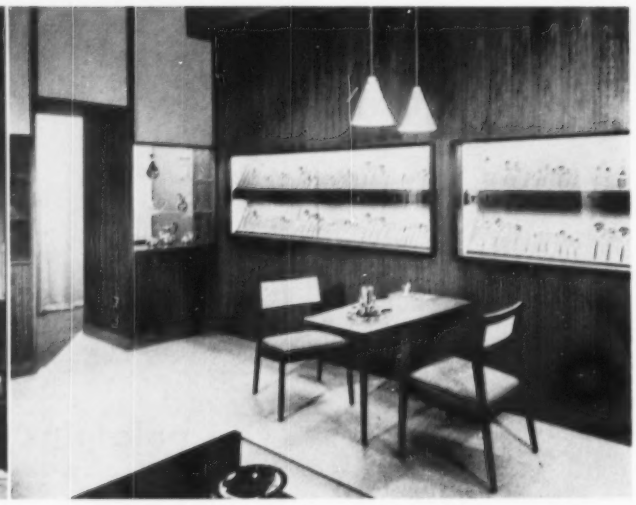
L.A. DARLING COMPANY

MAIN OFFICE • BRONSON, MICHIGAN

NEW YORK 67 W. 34th St. · CHICAGO 222 W. Adams St. · LOS ANGELES 1901 S. Figueroa St.

CAMERON MUNDOO, LTD., 210 ADELAIDE ST., W., TORONTO 28, ONTARIO





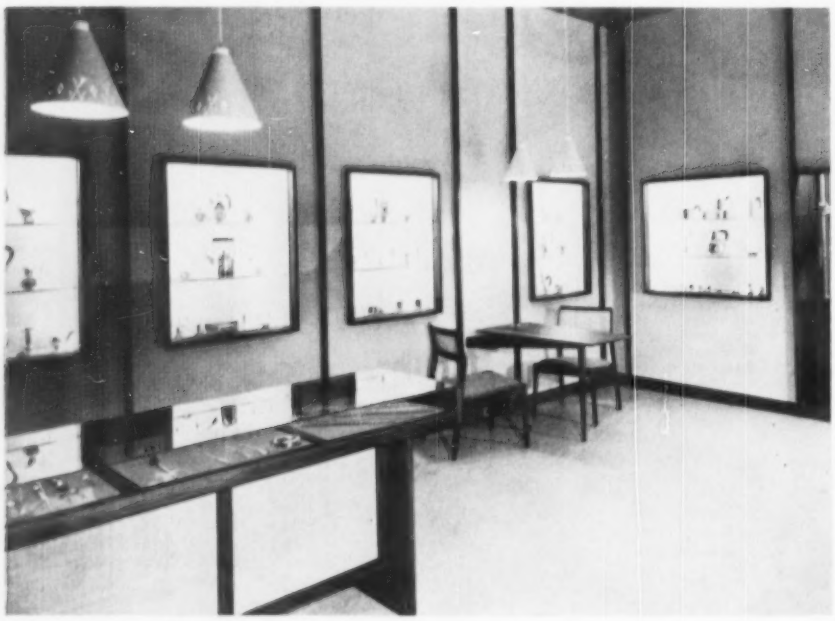
Where Silver Reigns Supreme

A clean, classic simplicity in keeping with the imported Danish silver in which the store specializes was the objective in planning the new interior of H. Nils. The designers obtained it with a careful combination of color, lighting, and fixtures.

A MODERN store of classic simplicity and excellent display potential has been created by Hansen & Thuesen, New York City interior and industrial designers, for H. Nils Danish Silver, a retail firm on Madison avenue.

In doing so they left the existing store front unchanged. Featuring the open look, the window with the low display cases transforms the entire store into one big display case.

A feature of the window are the display cases in oil-finished walnut. Three legs of the large case are on casters, with the left rear leg on a pivot so the case can be swung inward for accessibility in arranging merchandise and for cleaning. The smaller case is completely free with four legs on casters.



The absence of any visible fluorescent strips is true not only seen from the outside but from every angle within the store. In all cases they have been carefully recessed.

All display cases have evenly diffused light to complement the softly gleaming finish of the silver. Other than the stainless steel in the window, no metal at all has been used anywhere in the store so that the silver can reign supreme.

In the scene at the upper right, staff desks are at the left in back of the look-through cases. An important feature is the fact that the entire room is visible to the staff members even while working in the back room. This was a basic requirement in the store interior design.

The view also shows long wall cases for permanent flatware display. They are lined in tangerine-colored felt. The showcase lighting is by means of recessed fluorescent tubes. The long wall is of walnut "Flexwood" and the sliding glass doors are to enable the placing of silver for display, not for selling.

At the left can be seen other wall display cases of the new interior. The background for each is light grayish-green, the glass shelves are adjustable, and glass doors slide for easy accessibility. Fluorescent tubing, recessed, is on the sides and above each case. Case frames protrude 2 inches from the wall and the vertical fins the same amount, emphasizing the ceiling height of 9½ feet. Flooring of vinyl asbestos tile in a cork tone is easily maintained and projects the feeling of classic simplicity rather than opulence. The light grayish-green satin-finished lacquer inside these cases blends with the same background color of the wallpaper and contrasts with the darker green ceiling.

—At the upper left, the open front converts the comparatively small room into one large showcase . . . Upper right, display cases for flatware line one side of the room . . . Left, shadow-box displays have backgrounds of grayish-green—

Comments Received On Contest

A great many letters have been received by DISPLAY WORLD containing comments on the International Display Contest for 1955. Excerpts from several are printed below in the belief that they will be of interest as showing the reaction of store executives as well as display personnel winners:

"We are very happy to learn that window displays of Commonwealth Edison Company were awarded winners in your 1955 International Display Contest.

"We, too, feel that our display director, Mr. E. R. Mitchell, is doing a fine job and it is gratifying to know that the efforts of his department have been recognized by DISPLAY WORLD. When the awards are received, they will be given to Mr. Mitchell.

"Thank you very much for your fine tribute to our window display department."—Morgan Murphy, vice-president, Commonwealth Edison Company, Chicago.

"I assure you that I derived much pleasure a few minutes ago in presenting four medals to our Mr. Samuel C. Forsythe.

"Sam certainly does an outstanding job in his display work and his record is unique so far as DISPLAY WORLD is concerned. I believe he has won a gold medal for three consecutive years."—Stuart A. Lyman, president, The Franklin Savings Bank, New York City.

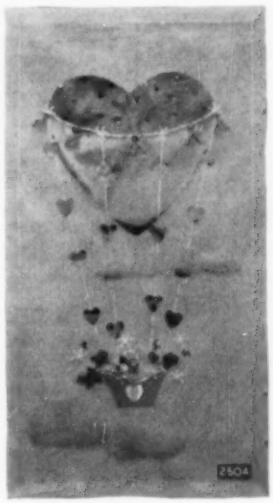
"The gold medal display award has been presented to Mr. William Blackburn, who was very pleased with the recognition. We appreciate the tribute given Mr. Blackburn and Bullock's-Wilshire by DISPLAY WORLD."—Ann Hodge, general manager, Bullock's-Wilshire, Los Angeles.

"We have duly received your esteemed letter dated December 20 and we have with much pleasure taken notice of the 1955 Contest's result. Mr. Sittard, our display manager, will write you separately. Considering the big number of entries the awards to our Mr. Sittard prove his capabilities and the outstanding display of our store."—A. Vetter, Kaufhof, Darmstadt, Germany.

"I know that both Mr. Halle, upon his return to the city, and Mr. Gault will be very appreicative of the fine tribute paid our display department." — E. Spetrino, The Halle Brothers Company, Cleveland.

"I think it very fine of you to have also sent the gold medal award to my company. As you know, it was addressed to the general manager of the company and now proudly reposes in the office of the advertising manager, Mr. Robert Calrow."—R. A. Mach, Minneapolis Gas Company, Minneapolis.

"Your very nice letter of December 20 arrived during my absence from the library. Upon returning I was greatly pleased to learn of the silver medal awarded to Miss Coplan by DISPLAY WORLD. There is no doubt that her display work has been invaluable to the Pratt Library, and I am delighted to see such recognition given her work in your International Contest."—Amy



No. HD-2504 — Red Facil Fab hearts and gold braid decorated with roses with painted clouds and gold braid border on 40 in. by 72 in. white Tex-Cloth. Price $24.95

No. HD-2506—Gold braid cornucopia filled with assorted color foliage and blue/gold border on 40 in. by 72 in. white Tex-Cloth. Price $24.95

No. HD-2507 — Attractive painted tree branch with pink/green foliage and green braid border on 40 in. by 72 in. white Tex-Cloth. Price $24.95

New Tex-A-Murals Command Attention

Capture the spirit of Valentine's Day, Easter and Spring with these new outstandingly-different Tex-A-Murals. Dramatic in size and striking in design, these smart murals combine the beauty and color of Facil Fab, cloth, sequins and flowers to form backgrounds that command the attention of passerby and shopper alike.

Strikingly-different and original, these rich-looking 6 ft. Tex-A-Murals make impressive settings for seasonal window displays or creative backgrounds for in-store displays.

For truly creative Valentine's Day, Easter and Spring displays, plan now to use a series of Tex-A-Murals in your windows and interiors. Select from the designs shown on this page. Order today.

GARRISON-WAGNER CO.

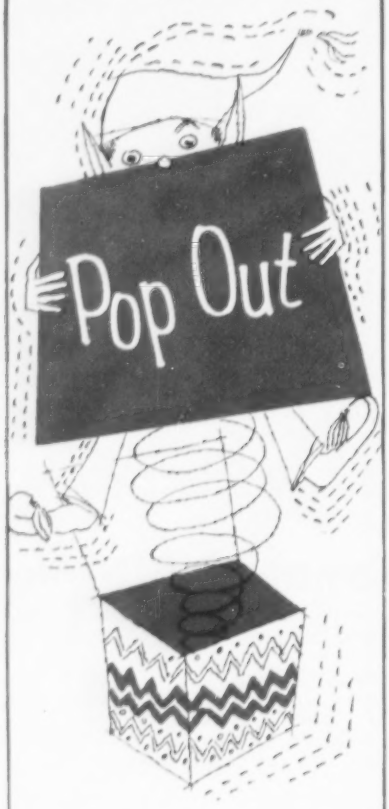
2018 WASHINGTON AVE. ST. LOUIS 3, MO.

No. HD-2500 — Easter hen attractively trimmed with sequins, braids and beads and with green braid border on 40 in. by 72 in. white Tex-Cloth. Price $24.95

No. HD-2501 — Pink apple blossoms in colorful perforated foil cart on 40 in. by 72 in. yellow Tex-Cloth. Green braid border. Price $24.95

No. HD-2502 — Easter hen and chick dressed with sequins, braids and beads on 40 in. by 72 in. white Tex-Cloth. Green braid border. Price $24.95

YOU CAN ALWAYS MAKE THAT DISPLAY



with different, dramatic, distinctive . . .

CRESCENT LEATHERETTE FINISH CARDBOARD

Rich-looking Crescent Leatherette Cardboard ALWAYS gets attention.

Use it for posters, Window Displays, Signs, Charts, Backgrounds. There are seven silky leather finishes to choose from.

Ask us for samples . . . See your dealer.

Versatile!

For Show Card Color — Inks — Silk Screen Process — Any Medium.

CHICAGO CARDBOARD CO.
1240 N. HOMAN AVE. • CHICAGO 51, ILL.
Crescent QUALITY CARDBOARD

Winslow, director, Enoch Pratt Free Library, Baltimore.

"It may interest you to know that we are going to arrange a special presentation of this silver medal to Clement Bradley, our display director, in Mr. Pirie's office and that pictures and story will be played up prominently in our store-wide publication — and indeed, we hope some of the local press will see this opportunity to publicize this honor bestowed by you."—C. V. Martin, vice-president and general manager, Carson Pirie Scott & Co., Chicago.

"It was a pleasant surprise winning awards in three classifications in DISPLAY WORLD's International Contest. In addition to the awards, the enclosed bulletin from Mr. Herbert Sommer, president of the firm, to the store's employes was a fine climax to 1955. As the contest enters its seventh year, we of the display department here wish to thank you for making possible these proud honors.—Elmer C. Diehl, Sommer & Kaufmann, San Francisco.

"Winning the sweepstakes award in DISPLAY WORLD's International Display Contest is the biggest thrill any display director could achieve. Our management, our staff, and I wish to thank you for making this possible.

"Mr. Jerold Meyer, our general manager, presented me with the beautiful gold plaque, the eight gold, six silver, and three bronze medals on behalf of your magazine.

"May I tell you how much I enjoyed 'Displays on Review.' It is very interesting to see and read about what a display director feels is a good display and how he expressed his feelings in his work."—Earle W. Pratt, Strouss-Hirshberg's, Youngstown.

Cieslinski Wins Display Contest

First prize of $500 in the nation-wide display contest sponsored last fall by the maker of "Mitin" mothproofing has been won by Leonard S. Cieslinski, McCurdy's, Rochester, N. Y. Second place and $300 went to Leon E. Maciejewski, Burdine's, West Palm Beach, Fla., and third was won by Rouse's, Riverdale, Calif.

Among other displays which were considered by the judges to be worthy of special mention were those by James Burnside, Hochschild, Kohn & Co., Baltimore; Gordon Haug, Olwin Angell Store, Aberdeen, S. D.; William J. Leveque, Adam, Meldrum & Anderson Company, Buffalo; Grant Northcutt, Ernest Grissom's, Abilene, Texas, and Paul G. Niles, The Golden Rule, St. Paul.

Judges of the contest, all of New York City, were Charles M. Edwards, dean of the School of Retailing, New York university; Howard Cowee, store consultant, and Sylvan Freund, president, Decorative Plant Corporation.

Petersen Heads Display For Rich's, Atlanta

Robert Petersen, well known in display, on January 15 became display manager for Rich's, Inc., Atlanta. He succeeds David Dunay, who now has charge of fashion coordination and merchandise development in the Store for Homes division of Rich's.

Cook & Meier, Chicago, Moving To New Home

Albert D. Cook, president of Cook & Meier, Inc., Chicago, in announcing the purchase of a new building, says he is mighty happy to have found what he considers the perfect home for his company.

— Albert D. Cook —

For smooth, efficient operation the general physical layout of the building must be right, having plenty of open area, high ceilings, loading facilities, and a host of other important factors. To find this combination in a convenient downtown location and at a proper figure was quite a chore, according to Cook.

The building eventually selected is located at 2345 South Michigan avenue, and it will provide a total of 45,600 square feet of floor space.

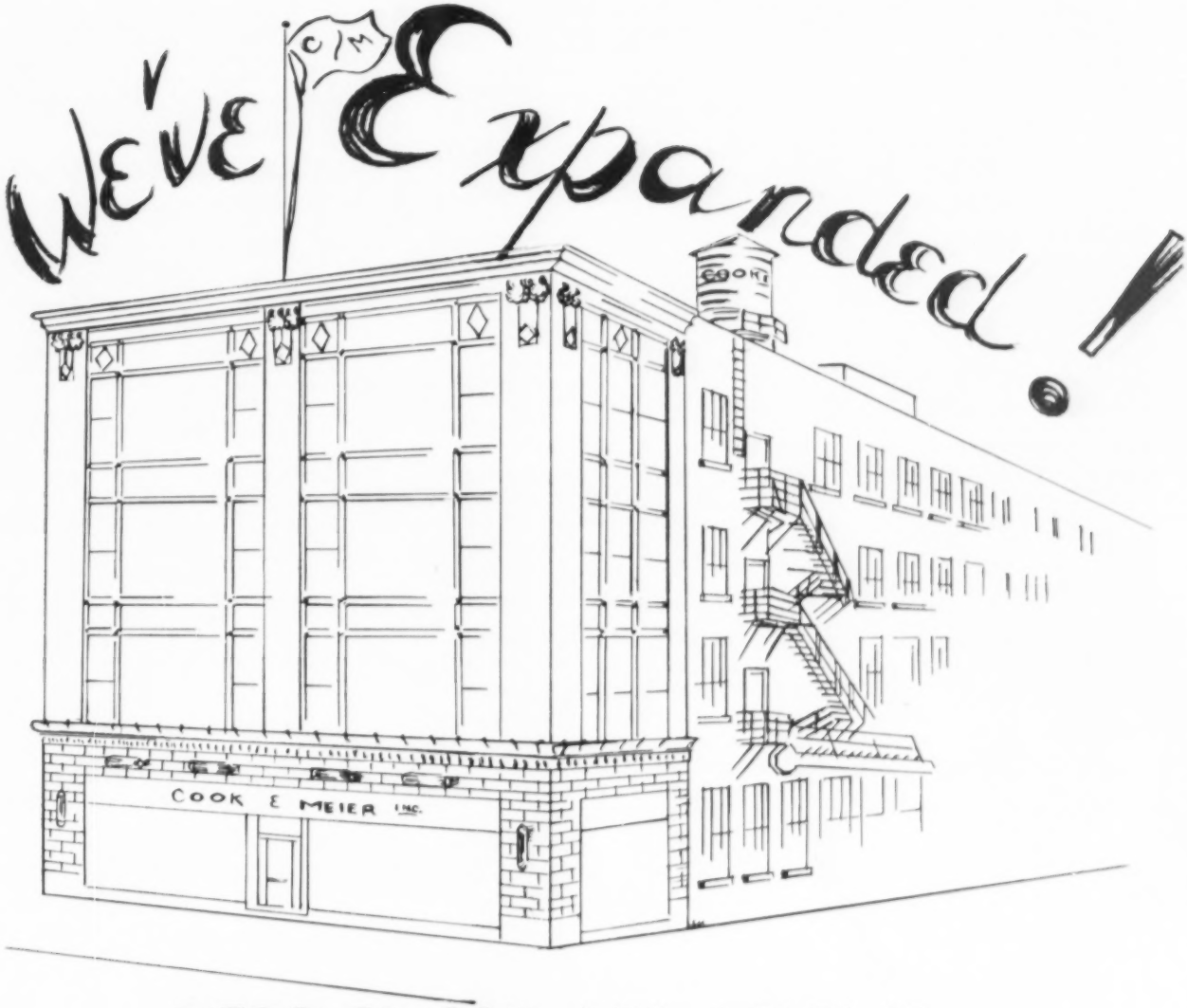
A highly skilled staff of experts is now busily at work on factory layout plans, with every effort being made to take complete advantage of the fine open area and high ceilings which the new building provides.

It is expected that the building will be completely in readiness so that the actual moving of the company into its new location will take place about March 15. Precise planning, efficient cooperation, and perfect scheduling will accomplish this move without delay in the regular production program.

"This expansion into an ultra-modern plant will now make it possible for the company to enlarge its present sales organization considerably," according to Cook. "We expect soon to open up more territories until we have sales representation in every state in the nation.

"This program of progress is designed to give smooth, modern operation, and to bring savings which will make it possible to supply better displays at the lowest possible cost.

"Our greatest desire is to maintain a constant standard of fine quality, and to give the display trade the very best service in every possible way." . . . . . *(Advt.)*



• HERE IS OUR NEW HOME

The facilities throughout our entire building will be used to create and build new ideas for the display trade.

Our new address as of March 15th will be

2345 S. Michigan Avenue

COOK and MEIER, Inc.

159 N. MICHIGAN AVE. • CHICAGO 1, ILL.

Offers To Exchange New Staplers For Old

The announcement is made by Markwell Mfg. Company, Inc., 200 Hudson street, New York City 13, that the firm's "RF" staplers and "RF" type staples will be exchanged for other Markwell staplers and staples at no charge. The company will send full particulars on request.

New And Larger Quarters For Brunn & Bertheim

Brunn & Bertheim, New York City, has moved into new quarters at 1200 Broadway, between 29th and 30th streets. The new premises, which include air conditioned showrooms, are substantially larger than those formerly occupied.

In a reorganization of the firm's sales staff, Henry Cohen has rejoined the company and will cover the mid-Western states. Two new salesmen are Milton Werner and John Byron. The former will cover Detroit, Ohio, western New York, and western Pennsylvania. Byron will travel eastern Pennsylvania, New Jersey, and the New England states.

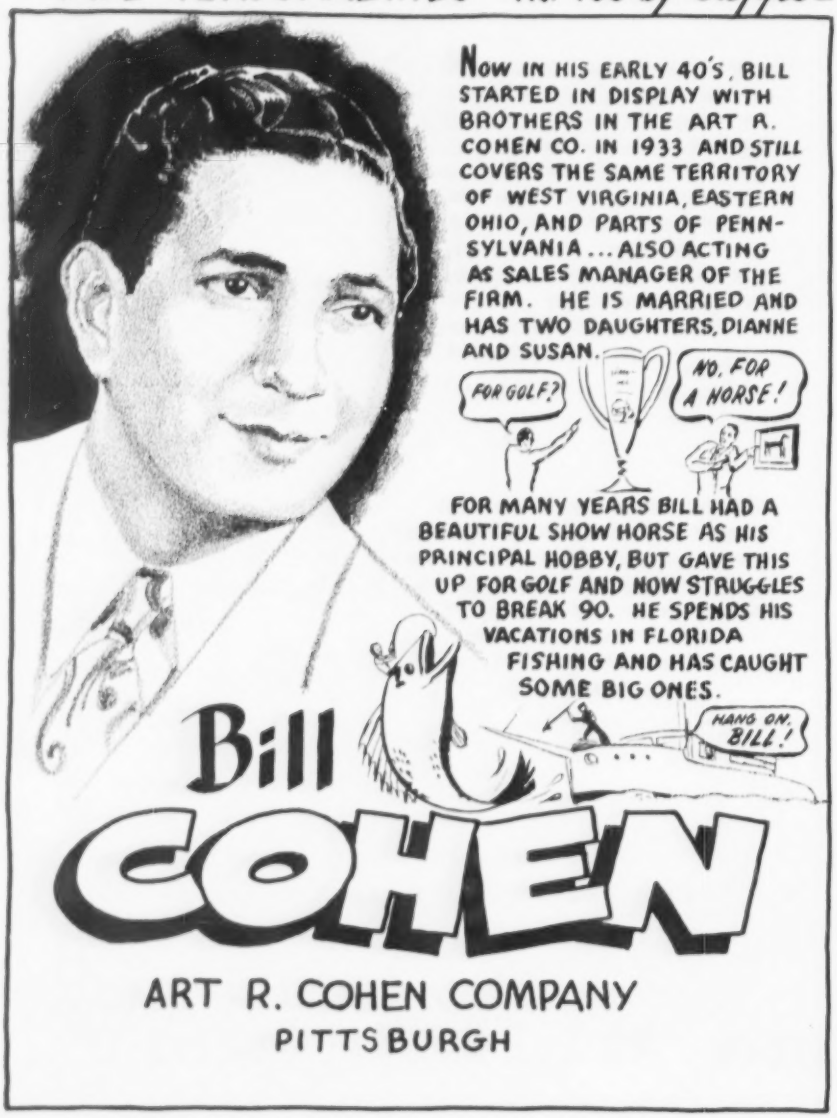
Malros Establishes New Department

Malros Company, Dover, N. J., has announced the establishment of a styrofoam custom fabricating department to meet the demand for display and decorative components and units in quantity.

Quarture Heads Display For Pittsburgh Store

Succeeding Kenneth Duncan, resigned, Mildred Quarture has been named display director of Kaufmann's Department Stores, Pittsburgh. She had been first assistant.

TRADE PERSONALITIES No. 153 by tupper



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OF BASIC MEDIUMS FOR DISPLAY

"SCULPT-O-GLAS"
Reg. U. S. Pat. Off.
For those designs that demand transparency — available in Crystal Clear or six jewel-tone colors.
Introductory Kit — $20.00

"SCULPT-O-GLAS LACE WIRE"
The hit of the show
A new size and weave wire that can be pressed into or over a mold. This wire is not to be confused with ordinary chicken wire. Exceptionally strong, yet delicate in appearance.

TIGER WHISKERS
Clear plastic strips—for wonderful fountain effects, sunbursts, and general decorative treatments.

PLASTIC SAND
A new plastic for floor treatments in 30 colors—in clear or opaque

PORCELIZE
A crystal clear plastic to brush on to wood, paper, or natural foliage (dried) for decorative panels — in high porcelain finish.

NATURAL BRANCHES
Full blueberry branches, 36" long, packed 12 to a case, in white or a full range of colors.

PASTEL BRANCHES
Full painted branches.

BUTTERFLY BRANCHES
Covered with a myriad of transparent butterflies — in your choice of color.

BEAUTY BRANCHES
Natural Branches covered with bits of colored Styrofoam.

FAIRYLAND STATICE
A soft full statice in your choice of color — packed approximately 100 branches to a case.

FAIRYLAND GARLANDING
5" garlanding—in your choice of color—packed 24 ft. to case.

BEAUTY GARLANDING
Rich full garlanding made of Beauty Branches.

A full line of Glass Fibers — in a new line of spring pastel shades.

Angel Hair—in 1-lb., 2-lb., or 5-lb. bags
Puff Glass—(in new **premium** thickness)
Glass Veiling—(in new 10 yd. bolts)
Plastic coated artfiber glass (in colors)
Glass garlanding—any size, in white or in new spring shades

GLITTERFLEX
A (2 ft. x 6 ft.) decorative panel in a new line of spring colors.

GLITTER PANELS
A rigid clear plastic panel in crystal or glittering colors.

— At your jobber or order direct —

Walters industries, inc.
(A Ben Walters Enterprise)
156 7th Ave., New York 11 • AL 5-2308

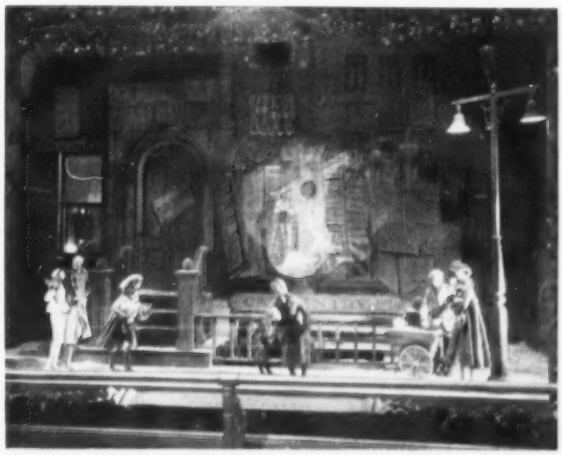
THE FIGURES AND BACKGROUNDS IN THE CHRISTMAS WINDOWS

AT THE

Lord+Taylor

5th AVE. STORE

WERE 90% Celastic*



ONLY Celastic* CAN DO SO MANY JOBS SO WELL . . .

Send for literature and prices

*Trade Mark of The Celastic Corp.

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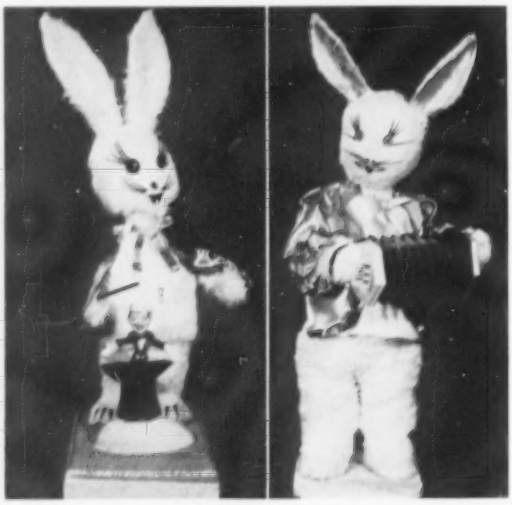
INTRODUCTORY KIT $995



A COMPLETE LINE OF

MECHANICAL DISPLAYS

FOR

EASTER

FOR RENT OR SALE

WRITE FOR INFORMATION TO

METROPOLITIAN MECHANICAL DISPLAY CO.

50 WEST 22nd STREET • OR. 5-1280 • NEW YORK 10, N. Y.

Ramont's

FLORAL ARTS STUDIOS

Yucaipa, California

FOR VALENTINE

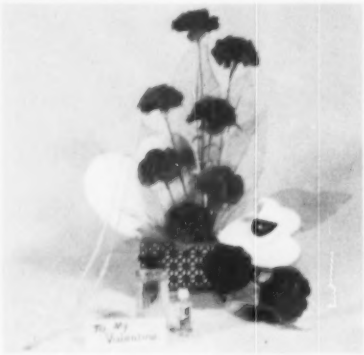
ANGEL FEATHERS

CARNATIONS (Wood Fibre)

STYROFOAM

HEARTS and NOVELTIES

150 Unusual DISPLAY ITEMS



FOR *Valentine*

Rush me

_____ Red Angel Feathers, large. Pkg. of 36 $1.25

_____ Red Wood fibre Carnations, long stem. 36 for $11.25

_____ Styrofoam Hearts, 7"—20c each

_____ Styrofoam Hearts, 5"—15c each

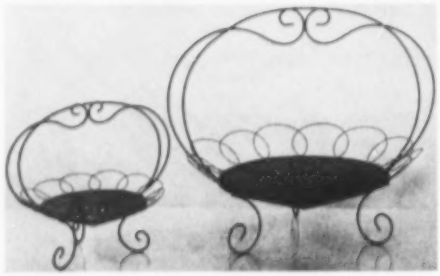
Name_____

City_____

State_____

RAMONT'S FLORAL ARTS STUDIOS, Yucaipa, California

FLOWER BASKETS FOR SPRING



GRACFULLY MADE

For use with artificial flowers or fruit. Finished satin black.

FB12—
12" Dia., 12" high. . $3.95

FB22—
22" Dia., 22" high. . $7.95

SEE YOUR FAVORITE JOBBER

FERRO-CRAFT, Morganfield, Kentucky

Hurricane Fury Lives Again In Animated Display

How the modern city of Ciudad Trujillo rose from the rubble left by a hurricane is dramatically portrayed in an unusual exhibit produced by Ivel Corporation for the Dominican Republic.

The little country was hit by a tropical hurricane 25 years ago, one which struck with such suddenness that practically the whole area was leveled and 3,000 people were killed in a matter of seconds. Up from the ruins has sprung a beautiful modern city, with wide avenues and modern buildings. This is Ciudad Trujillo, named in honor of the man who built it; it is the largest city on the Caribbean and replaces the oldest settlement in the New World — for the city destroyed by the hurricane was founded in 1502 by Christopher Columbus himself.

The dramatic contrast between the death and destruction of 1930 and the peace and prosperity of Ciudad Trujillo now is the theme of the central government exhibit at the Dominican Republic International Peace and Progress Fair which opened on December 20. To present this contrast with the power of modern display techniques, the Dominican Republic turned to Ivel Corporation, Corona, N. Y.

In a display 16 feet long and 12 feet high appear two large three-dimensional scale models. In one the wake of the hurricane is shown in detail, with ruined buildings hanging crazily and rubbish on every hand. In front of the scene stands a statue of General Trujillo, who only 18 days before had been elected president of the Republic. As the spectator watches, the destroyed city fades out and the new modern city slowly appears in its place. The statue of Trujillo in military garb is replaced with his figure in civilian clothes as a statesman.

Going behind the scenes of the exhibit, the three-dimensional dioramas are true scale models, each a full 4 feet in depth. They are separated by a special mirror which is transparent when lighted from the back, but is a normal mirror when illuminated from the front. Thus by placing one display behind the mirror and one above it, and fading or dimming one light as the other fades in, a perfect "dissolve" such as is seen in motion pictures is made possible. This has been handled so perfectly that the clothes on the two statuettes of Trujillo seem to fuse together as the change is made.

A second large animated display, also designed and created by Ivel, shows the growth of the city, step by step, in five stages. For this display the designers utilized a 7-foot square, rear-lighted map. Each period of growth is shown by a different color, and a sequence timer or flasher controls a series of lights which illuminate the face of the map, in color, in correct order.

A third large animated panel features 817 moving colored lights, showing the traffic flow pattern of the city. A timer controls each pulse of current to each of the tiny 6-volt bulbs inserted behind illuminated buttons on the major traffic streets of the city.

Seven different colors show the principal types of public transport.

Because of their importance to the Dominican Republic, the three displays were installed under the personal supervision of Leslie Levi, president of Ivel.

The Republic spent approximately $25,000,000 on the Fair, which occupies a space of 125 acres. Space is occupied by numerous countries. The United States government features an "Atoms for Industry and Medicine" exhibit. Among industrial exhibitors from this country are all the major manufacturers of automobiles. More than 500,000 foreign visitors are expected to see the Fair, as well as most of the 2,500,000 Dominicans.

New Developments At Point-Of-Sale

One of the most successful mass merchandising displays ever to win valuable floor space in food stores for McCormick's vanilla extract is a colorful jumble bin "illusion" display. Above the jumble bin is a hollow arch, at the top of which is a giant tilted bottle of extract; apparently suspended in space below it is a proportionately large drop, descending toward a waiting spoon. Actually the drop is lithographed on paper, mounted on cardboard, and fastened to invisible skrim netting. Store managers are quick to put the eye-catching illusion display and floor stand to work as a related item mass merchandiser. The display was created and produced by Einson-Freeman, Long Island City, N. Y.

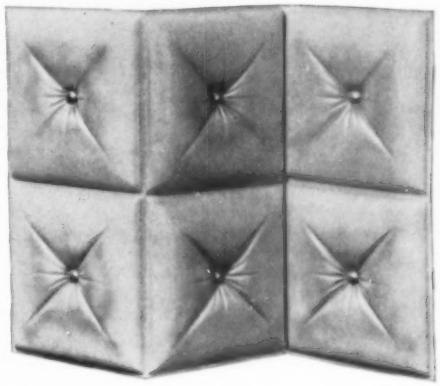
By the display division of Gibraltar Corrugated Paper Company, Inc., is a picturesque and sturdy corrugated floor stand for Liebmann Breweries, Inc. The barbecue theme is carried out by having the stand in a striking flagstone effect, while behind it is a lithographed panel (by Einson-Freeman) of the famous "Rheingold" beer girl in a cookout setting. Several combined engineering features add to the sales appeal of this unit. Simple construction enables it to be set up easily. It was designed to hold large quantities of beer and ale, either in bottles or cans.

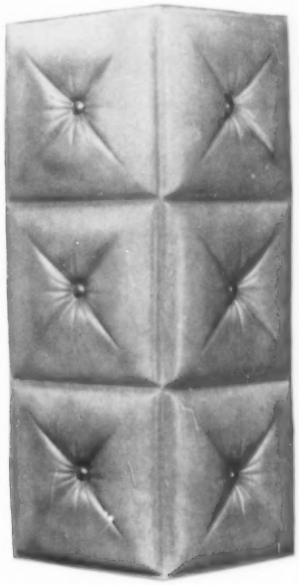
Safeguard Corporation, Lansdale, Pa., is now distributing its two types of window ventilators in combination display-shippers and smartly redesigned packages. The display is protected during delivery by a snug-fitting sleeve which is easily and quickly removed to expose a handsome counter or floor display designed to advertise itself both front and back. Twelve colorful packages of the product are set in a sturdy white corrugated tray, six facing one way and six the other, so that a continuing sales message reads across both boxes and tray.

Three-dimensional displays are being used by United Air Lines to publicize popular vacation areas served by the company. The one for New England has a scenic background of the coast, done on a panel, against which is set a figure of a fisherman mending his nets. The cast-rubber figurine projects from the pine board background. The dimensions of the display are 32 inches high, 46 inches wide, and 12 inches deep. It was done by Firks Studios, Chicago.

Lightweight—Colorful—Translucent

Build Distinctive Displays with Plastiquilt Panels





Here's something new for the creative displayman with a talent for building his own backgrounds and props—new Plastiquilt Panels.

Deeply formed in smart, distinctive quilt design from lightweight plastic, these Plastiquilt Panels in their colorful pastel shades can be quickly and easily formed into impressive seasonal backgrounds and panels, distinctive displayers and props, etc. Because of its light weight, each sheet which consists of six 12 in. by 12 in. squares can be easily formed into any desired shape. Furthermore, the panels are translucent and can be interior lighted or back lighted.

Plan now to use Plastiquilt Panels in your Spring displays. Place your order today.

COLORS: Pink, yellow, light blue, light green or gold. Size of sheet: 24 in. by 36 in. Sold only in cartons of 12 sheets in one or assorted colors. Per carton $60.00

GARRISON-WAGNER CO.

2018 WASHINGTON AVE. ST. LOUIS 3, MO.

Light—Fluffy—Non-Inflammable

Scatter Flakes

• Non-Inflammable • Economical—Can be reused • Flakes not granular • Non Injurious—Non Toxic • Covers 20 sq. ft. per pound • Medium flake size • Does not grind into carpets nor stick to garments • Can be compressed for shipping and storage, but always comes back to its original, light, fluffy state. Pastel colors: pink, green, blue, orange, yellow or lavender. Fluorescent colors: Pink, green, blue, orange or brilliant yellow. Metallic colors: Gold or silver. Standard colors: Brown, black, red, green, orange, water blue, or lavender. Color supreme: Confetti (mixture of all colors). White: Artificial snowflakes.

Sold in one pound cartons. Colors, per lb. $3.50 White—per lb. $1.25

Garrison-Wagner Co., 2018 Washington Avenue, St. Louis 3, Mo.

New! MANNEQUIN
REPAIR KIT
Do It Yourself and Save TIME and MONEY!

This new practical repair kit will save you time, money and keep your mannequins selling for you ALL the time.

The instructions are simple and easy to follow. You can fix hands, arms, upper and lower torsos easily whether the break is a large deep gouge or a simple crack. A can of Mana Skin Spray is included in the kit to finish off the mannequin or part like new. Wigs also can be refurbished with the materials from this kit. Order one or more today. You can't go wrong!

Order direct or through your local display jobber

ONLY $8.95 EACH

HERZBERG-ROBBINS, INC.
110 W. 30th Street, New York 1, N. Y.
PEnn 6-3585

VUE-MORE motion devices

SELL MORE

Turntable
Model No.
TT 15/17

It's axiomatic in display that action leads to attraction — which in turn sells more merchandise. Vue-More turntables and motion devices make 'em stop . . . look . . . buy. They're silent, smooth running, dependable—expertly engineered for reliable service. From the smallest piece of jewelry to the largest of appliances—there's a Vue-More stock model for every display need, to fit every budget requirement.

Write for illustrated catalog and price list of America's most complete line of motion devices.

BREVEL PRODUCTS CORP.
601 W. 26th St. New York 1, N. Y.

—For a promotion of suits made of fine Egyptian cotton this display was created by Merle Cunningham, display assistant in charge of the men's store displays, Neiman-Marcus, Dallas, where Guy Malloy is display director—

Brevel Products Corporation Changes Location

A move by Brevel Products Corporation to new and larger manufacturing facilities at the Lehigh-Starrett building, 601 West 26th street, New York City, is announced by Robert Soman, president. For the past two years the corporation was located at 214 Sullivan street.

The enlarged quarters will enable the company to expand its manufacturing and development programs of slow-speed geared motors, motor boxes, components and units for display turntables and other animation devices. A modern research-testing laboratory has been installed to insure the constant high standard of quality control and to make possible intensive development of new products.

Dwiggins Is Speaker Before Oil Group

L. J. Dwiggins, of the Chicago office of The Reyburn Mfg. Company, was the featured speaker at a meeting on December 28th of district managers of the Skelgas Division, Skelly Oil Company, at Kansas City, Mo. His topic was "Arrangement Techniques for Regional Dealer Meetings," and he gave a demonstration to show how display backgrounds can be handled for the showing of large appliances.

Himelhoch's Advances Two In Display

Following the resignation of Gerald Satterlee as display manager of Himelhoch Brothers & Co., Detroit, the firm has placed Walter Okonkowski and Robert William Smith in charge of the department. Their duties include display for three branch stores.

Displaymen To Speak Before Art Group

Three Chicago displaymen will be speakers on "The Elements of Display" at the January 21st meeting of the "Around Chicago Art Educators," a group of art teachers in high schools and trade schools in the Chicago area.

Principal speaker will be Herb Friend, who heads the promotion division for Sears, Roebuck & Co. interiors and windows. Others who will speak are George Heer, president of the Chicago Display Club, and L. J. Dwiggins, of the Chicago office of The Reyburn Mfg. Company. About 60 are expected to attend the meeting.

St. Louis Guild Has Dinner

The regular dinner meeting of the St. Louis Display Guild was held at the Hotel DeSoto the evening of January 11.

—Some of the members of the National Association of Display Industries at a luncheon meeting during Display Market Week in New York City last December—

Symposium And Exhibit Announced By POPAI

National advertisers and users of point-of-purchase display in virtually every merchandising field are invited to attend the Point-of-Purchase Advertising Institute's tenth annual Symposium and Exhibit, to be held April 10-12 at the Hotel Sheraton-Astor in New York City. Carl Bergmann, of Palmer Associates, of the same city, is the Symposium chairman. Over 15,000 are said to attend this event each year.

The three-day exhibit will have more than 100 booths featuring the latest in all types of in-store and window display pieces involving light, motion, color and sound. Virtually every type of merchandising field will be represented at the exhibit, including food, liquor, beer, drugs, cosmetics, electrical appliances, auto, tobacco, garden supplies, hardware, paint, and many others.

Chicago Display Club Sees Background Demonstration

A demonstration of "New Dimension in Light and Form" was witnessed by members of the Chicago Display Club at its first meeting of the new year on January 11. The demonstration was conducted by W. D. Page, field representative of the Douglas Fir Plywood Association. (See the article "New Tricks for Display Backgrounds" on pages 28-29 of the November, 1955, issue of DISPLAY WORLD.)

A number of the group met for dinner at Stouffer's before the meeting.

Columnist Lauds Rondeau's Displays

Carroll McGaughey, who writes the column "Our Town" in a Little Rock, Ark., newspaper recently devoted the space to a description of the Christmas displays of the Gus Blass Department Store. John Rondeau, assisted by Ruth Capps, is display director.

The article commented that at least 85 per cent of the items used were built in Rondeau's shop, many from ideas picked up at the Display Market Week in Chicago last June, and modified to fit the store's requirements and budget. The work necessary was described in detail.

Cincinnati Group Has Meeting

Thirty memberes of the display field in Cincinnati met shortly before Christmas for their annual Yule party. Each brought a toy, and the collection was turned over to children of needy families.

The affair also served as a farewell party for William Grover, formerly display director of H. & S. Pogue Company, who left on January 1 for Florida, where he will make his home at 3101 Hibiscus Drive, West, Belleair Beach. A guest at the luncheon was Louis Villimas, who replaces Grover at Pogue's.

Change Of Location For Sel-O-Rak

Sel-O-Rak Corporation of America is now in its new plant at 3480 Northwest 52nd street, Miami.

NOTHING COMPARES WITH THE **VIBRANT, VIVACIOUS COLORS** OF *Fiesta Plast-O-Fab* Plants*

*U. S. Pat. No. 2,716,828. T. M. Reg.

NEW

NEW

Brilliant, **accentuated** hues plus PLAST-O-FAB* . . . the new, patented process which embodies the realism of actual photographic reproductions with the best chemical properties of plastic plants . . . bring bold, dramatic accents to your decor. Fiesta PLAST-O-FAB* foliages carry vivid tones and shadings that cannot be equalled by solid plastic. Ingenious, matched veining on the leaf backs add translucency and depth. Light in weight, PLAST-O-FAB* leaves have a deep contour and **feel** like those of living plants. And they're washable, droopless, flexible, fire and fade resistant. Ask for a sample of our deep coral caladium leaf.

FOR MORE INFORMATION ON PLAST-O-FAB* PLANTS AND THE NAME OF YOUR LOCAL JOBBER, WRITE TO:

Adler-Jones Company

PRICES:

TREE PLANTERS—6' 8" high, 34" spread, 18" deep overall. Papier mache' trunks. Curved wood planters in black.
LEFT—No. 6A7121—Spade Leaf Tree Planter, Complete $77.00
RIGHT—No. 6A7120—Cut-Leaf Tree Planter, Complete $72.50
WALL POCKET ARRANGEMENT—36" high, 26" spread, 14" deep overall. No. 6A7115—With Black Metal Pocket—Complete $17.00
4-FT. ARRANGEMENT SHOWN CONSISTS OF:
No. PF38—Rex Begonia, each $1.50
No. PF39—White Elephant Ear, each 3.00
No. PF40—Multi-Color Cyclamen, each 1.50
No. PF42—Spotted Dieffenbachia, each 4.50
No. PF43—Pale-Back Croton, each 2.60
No. PF45—Pink Caladium, each 2.70
No. PF46—Cut-Leaf Plant, each 4.10
Total $19.90

Be among the first to order a sample assortment of 7 plants as above at $19.90 or a complete sample line of 13 plants at $37.70.

DISPLAY DESIGNERS & MANUFACTURERS
521 S. WABASH AVE. • CHICAGO 5, ILL.

TALENT!

Has made FLAIR the world's largest manufacturer of 12½ lb. Mannequins.

Make it your business to see them NOW!

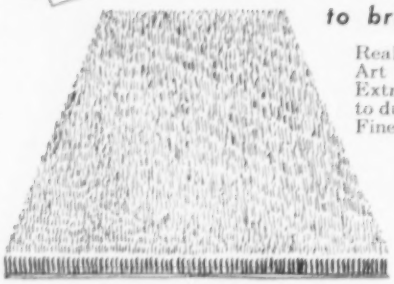
FLAIR PLASTIC MANIKINS

15 W. 18th STREET NEW YORK CITY 11

ORDER BY MAIL FROM ART R. COHEN

GRASS MATS

to brighten your spring displays



Realistic, sparkling bright grass mats at Art R. Cohen's lower mail order prices. Extra thick, 72 row turf, securely stitched to durable burlap base. Uniform and even. Finest quality. Order now for spring.

SPECIAL
3 ft. x 6 ft. size
$3.75 Each
$42.00 dozen

3 ft. x 10 ft.	$ 7.50	5 ft. x 15 ft.	$18.75
3 ft. x 15 ft.	$11.25	6 ft. x 6 ft.	$ 9.00
3 ft. x 30 ft.	$22.50	6 ft. x 10 ft.	$15.00
5 ft. x 5 ft.	$ 6.25	6 ft. x 16 ft.	$24.00
5 ft. x 10 ft.	$12.50	36 in. Dia.	$ 2.95
		60 in. Dia.	$ 8.40

Special sizes to order—any length or width

SPRINKLINGS—3 lb. carton **$2.50**
(cover approx. 40 sq. ft.—1 in. thick)

MAIL ORDERS FILLED PROMPTLY

ART R. COHEN CO.

810 PENN AVE.
PITTSBURGH 22, PA.

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✔ DISPLAYS
✔ PRESENTATIONS
✔ EXHIBITS

Make Your Ideas *Effective!*

CHECK LIST OF SERVICES
(Mark those on which you want detailed information)

- ☐ PHOTO BLOWUPS
- ☐ PHOTOMURALS
- ☐ AD BLOWUPS
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- ☐ PHOTO CUTOUTS
- ☐ PHOTO PRESENTATION FOLIOS
- ☐ PHOTOSTAT BLOWUPS
- ☐ PHOTOSTAT PRINTS
- ☐ MONTAGE PRINTS
- ☐ STOCK PHOTOS
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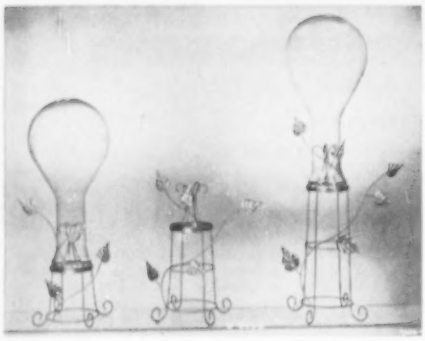
MODERNIZE YOUR MILLINERY DISPLAYS



003X—MILLINERY WIRE BASE (set of 3) — 4", 7", 10" high **$7.50** per set
(Height measured from floor to bottom of glass head)
Available in Gold, Black or White. Other colors 10% additional charge.
Individual Bases— 4" high — $2.50 each
7" high — $3.50 each
10" high — $4.50 each

GLASS MILLINERY HEADS — $13.50 per dozen
Packing charge of $1.00 with orders of less than 1 dozen heads.

SPECIAL OFFER—Three (3) Glass Millinery Heads with one 003X Millinery Wire Base Set — **$10.25**

All prices F.O.B. New York. Order shipped rated accounts, otherwise shipped C.O.D.

JOBBERS' INQUIRIES INVITED

CHIC DISPLAY CO.
293 Seventh Ave., New York 1, N. Y.

SEARS, MEXICO CITY

(Continued from page 21)

Model kitchens and baths are displayed against simulated tile walls with semi-partitions of simulated tile separated them.

Sliding perforated panels in the mirror department permit three displays in one wall space. Rolls of carpeting and linoleums likewise are shown on wall space, as seen in the second illustration.

Pillars, also, are used occasionally for display purposes as in the curtain and drapery department pictured here. This merchandise is hung from beneath a cornice encircling the pillar. Walls are used for curtained window displays and an arrangement of curtain fixtures.

The women's wear department, which is a large area carpeted in soft gray, is given a focal point by the central location of the cashier's desk from which the racks extend in a sunburst formation as seen in the illustration.

The shoe department is outstanding, with its small enclosed display cases artistically set in the paneled wall. Tables of shoe displays separate the carpeted area from the aisles.

An outstanding functional feature of the store is the easily removable wall section displays using slotted aluminum uprights. Plywood or perforated hardboard panels are attached to these uprights at 30-inch intervals by means of a special clip. Brackets for shelving are slipped into the slots, permitting the distance between the shelves to be easily adjusted. These aluminum uprights were made to order in Mexico for Sears by special permission of a California firm which manufactures them in the United States.

Lighting and the use of colors are largely responsible for the cheerful atmosphere of the store. Lighting is a combination of incandescent and fluorescent. The overhead fixtures, closely spaced, are made up of a large enclosed incandescent area surrounded by fluorescents concealed by white plastic louvres. This combination of diffused incandescent and fluorescent gives a warm and natural light almost equivalent to daylight. Wall displays are lighted by fluorescents concealed by cornices suspended by black iron brackets. Enclosed cases are illuminated by well-diffused fluorescents. Spotlighting is used for displays such as jewelry, glassware, and partition shelf displays, where the effect is one of blending rather than one of high relief.

The general tone of the store is neutral although color has been used effectively in some departments. The glossy finish of the ceilings reflects the light from the overhead fixtures. Pillars are two-tone; the upper section matches the wall tones and the lower section picks up the light glossy brown of the mahogany display cases.

In this new store Sears has given the Mexican shopping public a large selection of well displayed merchandise in a functionally efficient, well lighted, and cheerful setting. Sears now plans to concentrate on improving the quality and design of the products being manufactured for the chain by some 1,200 different local firms, which at present supply 90 per cent of Sears' merchandise for its Mexican stores.

Page Advertisement Describes Displays

A full page advertisement in color was taken in the Seattle Post-Intelligencer by Frederick & Nelson of that city to describe the store's holiday displays. Written by Douglass Welch, it was titled: "Concerning the Store's Christmas Look." The copy follows:

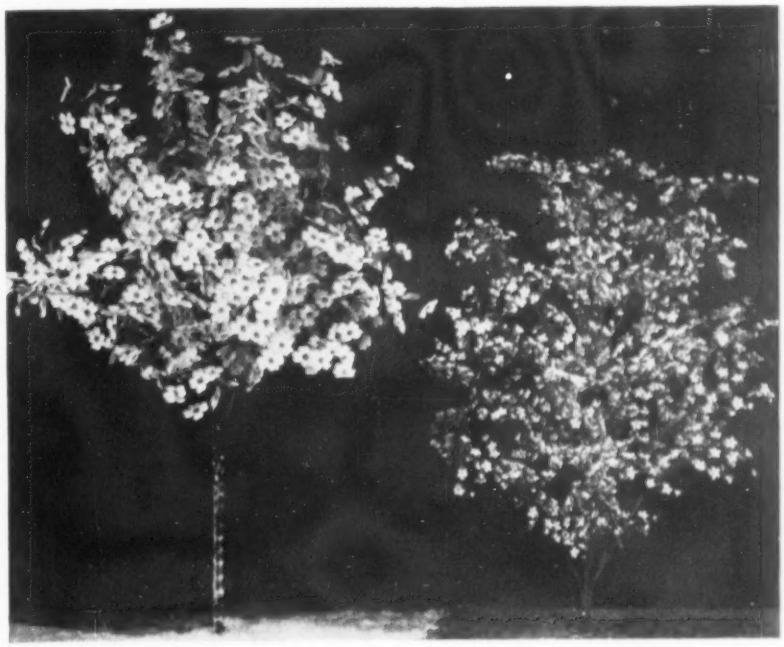
We always feel inadequate and abashed when we visit the mad geniuses of the display department at Frederick & Nelson, the people who do the windows and decorate the store. They are incredible; they are specialists in so many fields. They know so much about almost everything than we do. They are impossible combinations of opposites, the romanticist and the realist in one, the artist and the mechanic, at once imaginative and practical. Actually they are in show business, making scenery and props, creating moods with paper, fabric, plaster, wood and paint, bringing a kind of dream world to life against which our own times can be played. Their work is never-ending, their projects are continually overlapping, and attending one of their conferences is like attending the Mad Hatter's tea party except that there is no dormouse. No one sleeps.

You must remember how breath-takingly beautiful the main floor of the store was last Christmas with deep Frederick & Nelson green and contrasting pink. The store received many compliments, verbal and written, from customers who liked this treatment, and the display department, which created it, found itself this season faced with the problem of excelling its own efforts of last year, creating something equally arresting and pleasing.

The choice of colors for Frederick & Nelson's Christmas decorations, we learn, is not a hit-and-miss, trial and error procedure. The display department works on a basic theory which we are going to tell here right now, out of school. There are two traditional Christmas colors, deep red and deep green. The trick is to settle on one and leave it alone, and depart from the normal on the others. Last year, for instance, the green remained dark and rich, the red was lightened to a pink. This year the situation is reversed. The red remains deep, the green has been lightened to an approximation of Frederick & Nelson's own shade called "Italian pine."

The red is to be found in 3,400 square feet of "regal red" carpet which has been laid from counter to counter in the aisles leading from Entrances No. 3 and No. 4, and in the satin coverings of the columns. This is expensive woven carpeting by the way; it must be, for it will be walked over by hundreds of thousands of persons in the next six weeks. The green is in the Christmas trees atop the counters, against the columns, and in the canopied garlands leading from chandeliers to columns. The chandeliers are worth noting, too. They were designed by the display department and made and assembled here by local manufacturers. There are, large and small, on the main floor and in the windows, 45 of them. From them hang

[*Please turn to page 77*]



Metal Stand Sold Separately

Brown enamel finish metal holders have weighted bases and are adjustable at center post from 4 ft. to 6 ft. so that it can be used as tree or bush. Center post is 40 in. high. Price, without foliage $35.00

Metal tree or bush stand has 72 metal holders into which you insert cloth or paper flowers to form any desired floral tree or bush. Use your own flowers or purchase unit complete with foliage. Flowers can be removed and stand used over again.

Sturdy metal stand has branch holders that are adjustable at center post so that you can use it as a tree or bush. When using metal stand as a tree, you can wind shaft with brown crepe paper and airbrush it to give realistic bark appearance.

DOGWOOD UNIT (above, left) consists of twelve dozen No. JM-26916—White Dogwood Sprays with metal stand.....$53.00

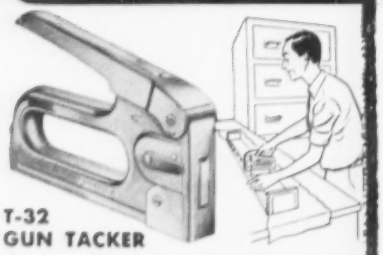
MING AZALEA UNIT (above, right) consists of six dozen No. JM-2999—Azalea Sprays in white, American beauty, pink or yellow, and one adjustable metal stand.....$56.00

TROPICAL LEAF BUSH (below, left) consists of 24 dozen No. JM-23625—Tropical leaves with metal stand.....$71.00

MIMOSA UNIT (below, right) consists of 6 dozen No. JM-6953—Yellow Mimosa and one adjustable metal stand....$74.00

GARRISON-WAGNER CO.
2018 WASHINGTON AVE. ST. LOUIS 3, MO.

ARROW AUTOMATIC TACKERS
VERSATILE! DEPENDABLE!
FOR ALL-AROUND FASTENING IN
DISPLAY WORK



T-32
GUN TACKER

Use where lighter, shorter staples are needed. Ideal for mounting crepe paper, cloth window dressings and wall posters.

T-50
GUN TACKER

Use where heavier, longer staples are needed. Ideal for assembling floats, store exhibits and show exhibits.

HT-50
HAMMER TACKER

Quickly and securely staples with each blow. Ideal for nailing backdrops, woodwork construction and wherever heavy nailing duty is required.

ONE-HAND OPERATION—
Frees other hand to hold material being tacked.

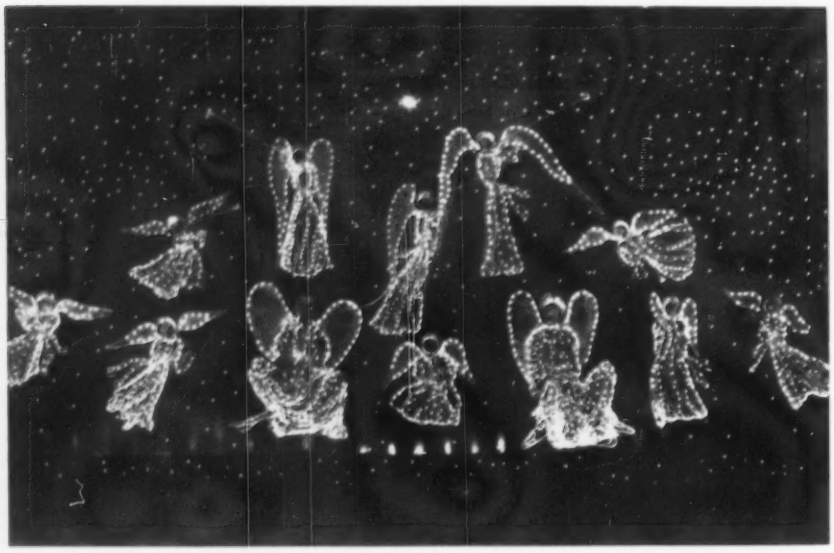
FASTER—
Automatically faster than hammer and nails for all sorts of fastening jobs.

MANEUVERABLE—
Gets into close corners. Drives staple flush within 1/16" from any right angle.

VARIETY OF STAPLE SIZES—
Arrow staples come in 12 sizes, ranging from 3/16" to 9/16" leg lengths, for every purpose.

Sold through jobbers
Write for catalog

ARROW FASTENER CO., INC.
ONE JUNIUS STREET, BROOKLYN 12, N. Y.



—The huge angel display on the front of Saks-Fifth Avenue, New York City, was recreated on an even larger scale for the holiday season just past. The heroic wire angels, which were sculptured originally of aluminum, brass, and copper were refinished in glistening white, with a frame of greenery and white twigs, and with dramatic colored lighting. (Photograph by courtesy of Decorative Plant Corporation, New York City)—

FAMOUS-BARR, NORTHLAND

[*Continued from page 25*]

shop, a procession of gingerbread men, each involved in some work connected with baking; men's hats, a variety of men's hats through the years, from the Pilgrim's headpiece to a fore-and-aft hat from the Napoleonic era; men's shoes, the various types of footwear through the ages; men's robes, an American Indian wrapped in a blanket and holding a peace-pipe; ensembles, a series of multi-colored butterflies; robes and negligees, a beautiful woman from whose gossamer raiment trail shimmering stars; the "Pick-Quick" lunch room, bright backgrounds peopled with characters from Charles Dickens.

Cobelle's murals on the second floor have these themes: toddlers, a long dachshund with many little dachshunds running over and under their mother; juniors, a filigree design of flowers, butterflies, birds, and trees; fabric center, a design made up of bolts of cloth, interwoven and displaying their different patterns; art needlework, fanciful birds, surrounding cloth with cross-stitching and the suggestion of pin-cushions; toys, a happy zoo without bars; boys' furnishings, a fantastic space-ship with turrets and all sorts of weird gadgets; and for children's shoes, a train.

—"Perhaps something more lifelike . . . ?"—

Your New York BUYING GUIDE

Allied Display Materials, Inc. | "LICO" Display Fixtures

LATE HOLIDAY DISPLAYS

[*Continued from page 33*]

newspaper over his face, and on the floor the newspaper of December 25th. Another showed his head, with red cap still on, protruding from a steam cabinet; a third showed merely his coat, hanging on a louvered door, and the fourth showed his back as he placed the Santa suit in a giant cedar chest.

The men's gift window shown in the next photograph was one of the successful ones for holiday display at Goldblatt Brothers. The tables, placed at different angles, and the white and red pyramid for holding small gifts were effective. Stars of three different sizes were used by Jack Boghosse, display director, for the illumination, with footlights adding over-all lighting.

The following displays are not pictured: "The Golden Age of Elegance" was the theme of the first of the year windows which Boghosse did for Goldblatt's and the setting was for the informal entertaining of the New Year season. The costumes repeated the theme of gold in the apparel; the table was covered with a gold cloth and the gold was repeated in the bottles and glasses. Gold on white as a back panel in the window, which had a red velvet background, stressed the theme of elegance which Boghosse wanted.

One of the Fair's Christmas windows was of utmost simplicity. Against a rich red velvet drape was placed the painting of the "Adoration of the Christ Child," by Mainardi. Seven-branch candle standards flanked the painting on each side. In planning this display Reed Schlademan wanted to make it one window on State street that told the story in one picture. "We also suggested that one see other fine paintings in the Art Institute, from which we borrowed it," Schlademan said. "We had many compliments on the window."

The Fair was the first of the State street stores to open its curtains on Christmas Eve with a full battery of apparel for play in the sun. Schlademan, and his assistant Lee Schwartz, used manzanita branches as the background for each window. On these were suspended oranges in one window, another had limes on the bare branches, a third kumquats, and a fourth featured tangerines.

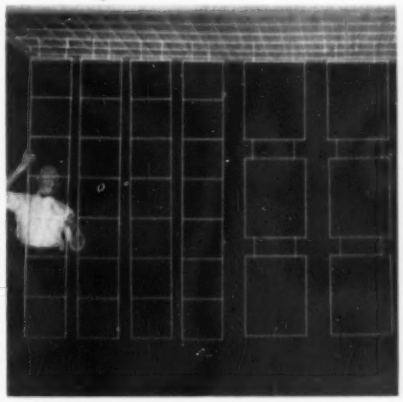
The apparel in yellow and white had spots of yellow to accent the effect of sunshine, and this combined with white made each window a perfect picture of the sunny climes. Window cards repeated the message the apparel suggested and read: "The happiest color to cruise and vacation in." The background was unusual, for it was dead-black. Consequently the illumination was accented even more and the combination of the warmth of the yellow with the white made a striking effect.

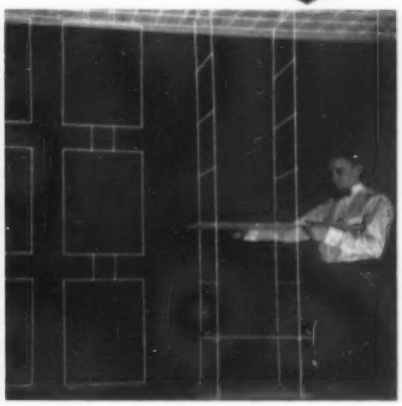
"We wanted to stress the feeling of sunshine," said Schlademan, "and I think we did. By using fruits always associated with the tropics it suggested warm, lazy days and balmy nights. The yellow spots were thrown on the white sanded floor and the wicker traveling baskets, and this gave added warmth to the mannequins. Yet the full color of each garment was retained."

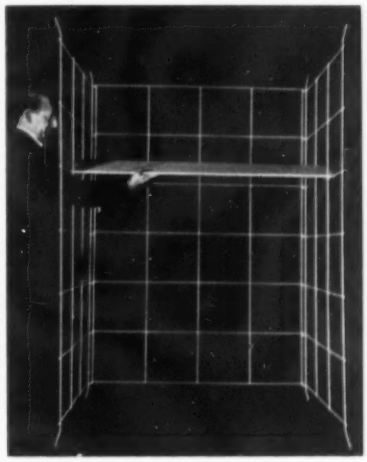
Clement Bradley, of Carson Pirie Scott &

Seelingrill!*

The Bliss SEELINGRILL revolutionizes all concepts of window trimming. It has been designed to give maximum use of horizontal space without cluttering the floor.







The Bliss STO-WAY Grill has been designed to give maximum variety and speed of trimming in the minimum space.

Practically every branch store built within the last five years has been equipped with the Bliss SEELINGRILL.

Please write for complete information.

BLISS DISPLAY CORPORATION

37-21 32nd STREET • LONG ISLAND CITY 1, NEW YORK

EXeter 2-3890

*T.M.

Co., presented an array of feminine appeal in one Christmas window. The use of tiers added to the display's appeal, and a feminine mannequin was seen looking into an open trunk at the creche it contained. There was another creche cleverly shown in a lamp, one side of which had been cut out to reveal the scene. The lamp was white, with a holly wreath, and the base was used as a prop for the display of merchandise.

The background was of brocaded velvet which was alternated with holly red and holly green, and was taut across the back. A white swag from one side gave interesting color contrast.

Wine Display Contest Has $17,500 In Prizes

The Wine Advisory Board, 717 Market street, San Francisco, will sponsor a spring wine display contest with more than 150 merchandise prizes such as mink stoles, food freezers, motion picture cameras and the like for a total value of $17,500. Anyone who sells California wines is eligible.

Based on the theme "California Wines on Parade," the contest opens March 15 and continues through March 31. Local and national advertising costing $500,000 will back up the display promotion. The contest entries will be judged on the ingenuity and sales effectiveness of retail displays of California wines, tied in with cheese and crackers.

Registration for the contest must be done by card or letter not later than February 15. Identical prizes will be awarded in each of four regions. Details are available from the address given above.

Own Firm Formed By John Cooper

John R. Cooper has resigned from Mandel Brothers, Chicago, after ten years with the company, in order to form his own firm under the title John R. Cooper, Importer. He will establish a European office in Milan, spending half his time abroad and the rest in Chicago, where he will continue to serve Mandel's as fashion merchandise consultant. Cooper for some time was display director for the store, and prior to joining the Chicago firm he was in a similar capacity with G. Fox & Co., Hartford.

Catalogue Is Issued By Bernard Schwartz

Flowers and foliage for spring and summer displays are shown and described in a new catalogue issued by Bernard Schwartz & Co., 426 East 91st street, New York City 28. A copy will be sent free on request.

The Imitation Food Display Co.
107 Lawrence St., Brooklyn 1, N. Y., TR 5-1268
FOODS FOR PERMANENT DISPLAYS
Attractive and effective, they look good enough to eat.

Bonafide Display & Decorative Co.
61 West 37th St. WI 7-7965
ARTIFICIAL FLOWERS DISPLAY DECORATIONS
Display Settings, Novelties, Foliage

Your New York BUYING GUIDE

Allied Display Materials, Inc.
241 W. 23d St. OR 5-6350
NOVELTIES, ARTIFICIAL FLOWERS & DISPLAY MATERIALS
For Windows and Interior Store Display

American Fashion Museum
16 West 77th Street TR 3-9103
CHARLES LEDERMAN, HISTORIAN
Can furnish, on rental basis, authentic period outfits to highlight your anniversary, special events, spring or fall promotion. Ask for information. Recommended by N. R. D. G. A.

Arts & Flowers Displays, Inc.
43 West 56th St. CI 7-6848
Manufacturers and Importers
REED, NOVELTIES and FOLIAGE

Bliss Display Corp.
37-21 32nd St., Long Island City 1 EX 2-3890
DISPLAY PROMOTIONS
Display Settings, Novelties, Animated Displays

Bois Smith Studios
228 West 39th St. LA 4-4492
WINDOW & INTERIOR DISPLAYS, ARTIFICIAL FLOWERS

The L. J. Charrot Co., Inc.
36 West 37th St. WI 7-1687
ARTIFICIAL FLOWERS
Display Units, Novelties and Decorations

Colonial Decorative Display Co., Inc.
70 West 40th St. WI 7-0230
ARTIFICIAL FLOWERS
Decorative Display Units, Novelties and Decorations

Decorative Creation & Art Flower Co., Inc.
13 West 27th St. MU 6-1798
ARTIFICIAL FLOWERS, DISPLAY DECORATIONS
Imported Novelties, Settings

Decorative Plant Corp.
136 West 24th St. WA 4-4405
ARTIFICIAL FLOWERS
Display Settings, Novelties, Units

Frankel Associates, Inc.
56 West 45th St. MU 7-3434
DISPLAY FABRICS & ACCESSORIES
732 S. Wabash Ave., Chicago;
424 Book Bldg., Detroit; 819 Santee St., Los Angeles

Victor Haida Displays, Inc.
149 West 24th St. CH 3-3540
DESIGNERS & MANUFACTURERS OF CREATIVE DISPLAYS
Largest Showroom in the Country

David Hamberger, Inc.
136 West 31st St. PE 6-0464
MANUFACTURERS OF DISPLAYS
Artificial Flowers, Functional Units, Backgrounds, Novelties

Kalmo Textiles, Inc.
123 West 44th St. JU 2-5185
DISPLAY FABRICS, SATINS, SHEERS, NYLON NETS, VELVETS AND FELTS

"LICO" Display Fixtures
249 West 34th Street PE 6-6803
America's Largest Line of Stock
PLASTIC, METAL & BRASS FIXTURES
and the complete "Scheuer Creations" Line

A. Lutz
3 West 18th St. CH 2-6264
REED AND RATTAN DISPLAYS
Display Units, Frames, Screens, Novelties, Fixtures

Maharam Fabric Corp.
130 West 46th St. JU 2-3500
DISPLAY FABRICS & ACCESSORIES
Chicago 115 S. Wabash
Los Angeles 1113 S. Los Angeles

Metropolitan Mechanical Display Co.
We Buy, Exchange, Rent or Sell New and Used Mechanical Displays & Mannequins.
MECHANICAL BOOKS
50 West 22nd St. OR 5-1280

Mileo Mannequins
7 West 36th St. WI 7-7618
MANUFACTURERS
of Misses, Juniors, Pre-teens and Children's quality and style-right mannequins.

Miya Company, Inc.
39 East 28th Street MU 5-3511
Manufacturers and Importers of
Shoji Screens — Oriental Goods
Artificial Flowers — Bambooware
Bird Cages, Lanterns, Parasols & Novelties

RIP Studio, Inc.
15 East 22nd St. GR 7-3650
CREATORS AND BUILDERS OF OUTSTANDING DISPLAYS
Functional and Decorative in All Media

Louis Schneider Corp.
6 East Second St. OR 4-3723
ARTIFICIAL FLOWERS & FOLIAGES
Display Decorations and Novelties

Nat Siegel, Inc.
39 West 37th St. WI 7-8485
MANNEQUINS AND DISPLAY EQUIPMENT
Distinctive Display Fixtures and Novelties

Twinkle Displays
113 West 27th Street CH 3-2937
For the **UNUSUAL** in
Wood, Papier Mache, Brass And Other Mediums

Celastic*
*Trade mark of Celastic Corp.
Ben Walters, Inc.
156 Seventh Ave. AL 5-2308
SHAPE IT! CAST IT! DIP IT! DRAPE IT!
See it demonstrated

Walters Industries, Inc.
156 Seventh Ave. AL 5-2308
Sculpt-O-Glas, Puffed Glass, Angel Hair, Flocked Branches, Floral Lights, Tiger Whiskers, Miniature Lights, Scribble Sculpture, Lace Wire.
BASIC DISPLAY NEEDS

D. G. Williams, Inc.
498 Seventh Ave. LA 4-4069
MANNEQUINS & DISPLAY FIXTURES
Display Novelties and Equipment

It's Always MARKET WEEK in New York

The lure that draws customers to your store is studied as carefully as any angler studies his spinners and plugs for the locale, the season, the mode and the timing. And this study is made and the LURE you want is created and produced in New York, of course, where streams of buying are charted. To catch hold of your own market with real selling power . . . look to these New York display companies for help.

IT'S ALWAYS MARKET WEEK IN NEW YORK

THE REYBURN MANUFACTURING CO., INC.
ROYERSFORD, PENNA.

Revolving window display turntable showing 3 rooms of furniture at the same time.

Also available
Posts and Velvet Rope Railings

CUSTOM BUILT
DISPLAY TURNTABLES

Sizes from 34" dia. up
Send for free literature. State your specifications.

Write for prices.

AMERICAN STAGE EQUIPMENT, INC.
805 East 134 St., Bronx 54, N. Y.

LARGE and SMALL
WOOD — PLASTIC
We've Got 'em all!
DISPLAY LETTERS
All sizes of perfectly proportioned letters to make your signs and displays more appealing — more impelling. All in stock for immediate shipment.
Write now for FREE illustrated folder and price list.
SPANJER BROS.
1160 N. Howe St., Chicago 10, Ill.
267 Mt. Pleasant Ave., Newark, N. J.

• WHEN WRITING ADVERTISERS PLEASE MENTION DISPLAY WORLD •

LOS ANGELES DISPLAYS

(Continued from page 27)

between the two beds, surrounded by a gay papered wall. A cat was asleep on the footstool.

The next window presented Santa coming in for a landing on their snow-covered roof with "a miniature sleigh and eight tiny reindeer." There was snow on the chimney at the right and a wintry moon in the background.

The final scene visualized a snow-covered, three-dimensional village with Santa and the reindeer driving away in the distant sky.

A strikingly unusual and imaginative combination display unit and prop for a millinery promotion in the downtown store of Haggarty's resulted from a blowup of a gnarled, leafless tree mounted on a background panel from which extended a genuine manzanita branch on which five hats were seen (last photograph). The background panel was brown and black and the manzanita branch was painted white, brown, and black. Mannequins were standing alongside the panel on the black chips on the floor arranged in circular designs, wearing black apparel. The lighting was from natural sources and the artificial top-lighting was unfiltered. Henry Jampol is display director.

The displays described below are not illustrated:

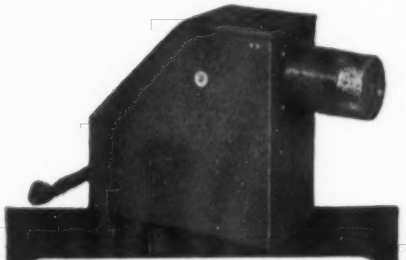
William F. Meissner at Ohrbach's combined dramatic use of color, excellent composition and proportion to create a dress window of rich effect, yet the elements were quite simple and inexpensive. A red velvet drape, trimmed with gold fringe, was caught with a gold tie-back at the left. A few accessories were displayed on the tortoise shell platform which was a part of the valance treatment in the foreground. The accessories and the reader card on the gold finished wicker stand — "The New Black Beauty in Fashion . . . Dramatic!" — were strongly lighted with a small spotlight close to the window. The grouping of the three smart-looking models wearing black dresses and white accessories is what made the display more than interesting.

A lingerie window with a golden touch caused considerable comment for Henshey's Department Store, Santa Monica. Display Director James J. McCormick painted gold a mannequin and a prop Greek column which was entwined with a gold grape vine. A papier mache form at the left on a black wire prop also was gold, as was the reader card at the right. The merchandise, "Red Spark" nylon lingerie, was dominantly red. Magazine ad reprints were on red cards and red and black beads were on the floor.

Well worth a second look and much thought and pondering was Display Director Henry Jampol's "Spirits Rise — After Five" cocktail dress promotion at Haggarty's, Beverly Hills. An atmosphere of luxury was created for the tall, narrow window area through the choice of a single background property — a woven string, white drapery in front of which was one mink-draped figure wearing the red cocktail dress, mink stole, and close-fitting white hat. Lighting was restricted to theatrical top-lighting effect. The accessory grouping in the foreground was dependent on

for maximum illumination . . .

MODEL 'O' opaque projector



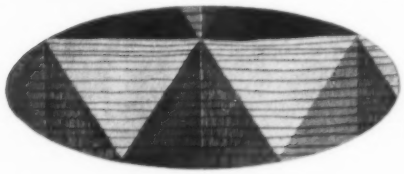
Imagine the convenience of this Opaque Projector in your sign or display department! Need a large sketch — but fast? Just place this projector over a photograph, magazine page, coin, jewelry or any flat opaque object—and you can project a screen image, faithful in every detail and color, 4 feet square and larger. Projects an area 5" x 5" at one time or larger area, a section at a time.

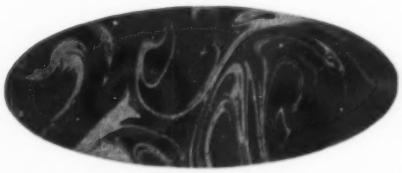
Complete with lamp and 8-foot cord and plug. **$32.25** F.O.B., N. Y.

LARGE PROJECTORS TOO! Send for descriptive folder showing entire line of opaque projectors.

FREE: 200 PAGE CATALOG 10,000 art and drawing supply items available through Arthur Brown. Write today on firm letterhead!

ARTHUR BROWN & BRO. Inc.
2 WEST 46th ST., NEW YORK 36, N. Y.





DESIGNED AROUND YOUR NEEDS!

For the bold and dramatic or the small scale and precious qualities, good taste combined with unmistakable and unique effect — we have for immediate delivery a complete line of decorative surface treatments, paper or fabric. Write for sample books.

LAVERNE ORIGINALS
160 EAST 57th STREET • NEW YORK 22 • PLaza 9-5455

the top lighting and forelighting from natural and outside sources.

At Robinson's-Downtown, Display Director Paul Smith deftly arranged velveteen props and fashion accessories to point up a window themed "Velveteen for Future Festivity." In this color-coordinated window, the green velveteen accessories, cushions, chair covering, and window background were color-coordinated with the merchandise displayed on the mannequin. There were two Victorian era pictures in gold frames on the wall.

Change Of Location For Schwarz Company

The Barton E. Schwarz Company, which was organized in 1954 as a service organization in connection with advertising, merchandising, and sales promotion problems of national advertisers and their agencies, announces an expansion of both personnel and quarters. After January 16, offices will be located at 11 West 42nd street, New York City 36.

The services of the firms include the design, construction, and servicing of trade show and convention exhibits, point-of-purchase and window displays, and advertising specialties in connection with sales promotional plans.

Bauer Styles New Groups For Flair Plastic

Loe Bauer, well known European mannequin sculptor, has completed three new groups of ladies' and children's mannequins for Flair Plastics, Inc., 15 West 18th street, New York City 11. Bauer arrived in America about three months ago from Amsterdam, where he was formerly head sculptor for the Michaels Company, producer of the "Decora" mannequins in Europe.

Sales Pennants, Signs Offered By Firm

Island Direct Mail Advertising, Inc., 190 Hempstead Turnpike, Franklin Square, N. Y., is offering ready-to-use pennants, signs and related equipment for sales events of all types. They are to be had in various color combinations and in different sizes and shapes. Literature will be sent on request.

"Designs From Britain" To Tour America

A "Designs from Britain" exhibition opened on January 9 at Florida State university, and will tour major cities in the United States during 1956. Responsible for the exhibition is W. M. de Majo, who heads the well known display firm of that name in London.

Byron To Represent Two New York Firms

John Byron is now serving as sales representative in several Eastern states for Brunn & Bertheim, New York City, and Walter Spaeth Displays, Inc., Corona, L. I., N. Y. He was formerly in a similar capacity with Arts & Flowers, of the same city.

More and more things are being made better . . . at lower cost, with

GOMAR

METALLIZED

THERMOPLASTIC SHEETINGS

TOYS
Gomar sheeting is being used flat, and vacuum formed in many items . . . to eliminate that costly painting or spraying operation.

TRIM
Gomar butyrate sheet has the gleaming hard finish of real metal when vacuum formed into 3 dimensional trim or trademark.

RADIOS
Speaker grilles and trim are made beautifully, and inexpensively.

DISPLAYS
Dimensional replicas of metal products—quicker, at lower cost. Flat sheeting available in 18 gorgeous metallic shades.

JEWELRY
Charming, colorful metal-like costume jewelry is being stamped and formed at minimum cost.

Send for free color chart and literature.

GOMAR
MANUFACTURING COMPANY
79 Paris St., Newark 5, New Jersey
MArket 3-1967

Another Display Using
FOREVERGREEN
"78"
DISPLAY GRASS

Get the most attention for your displays—use FOREVERGREEN "78", the world's finest, most realistic display grass—supremely beautiful green or colors—velvety smooth—no unsightly parallel rows, imperfections or lumps—perfectly level surface—mildewproof, fire resistant—standard or special mats or rolls. Carried by all good jobbers.

THE JOS. M. STERN CO. *World's Largest Mfrs. of Decorative Grass* 1968-74 E. 66th St., Cleveland 3, Ohio

USE THE INTEREST
AND EYE APPEAL
OF

REED and RATTAN

FOR
ARRESTING DISPLAY IN
WINDOWS AND INTERIORS

A. LUTZ

3 West 18th Street • New York 11, N. Y. • CHelsea 2-6264

PASTEL BRANCHES
PAINTED IN MANY COLORS
KUT GRASS—green and other colors
CORK PEBBLES—white and colored
WOOD FLAKES—CHIPS—KUBES
Always something new. Contact your jobber to show you our new 1955-56 catalog. If necessary, write direct.
National Display Materials
Div. of National Sawdust Co., Inc.
65 N. 6th Street Brooklyn 11, N. Y.

Manhattan wood letter co. INCORPORATED
151 WEST 18th STREET, NEW YORK 11, N. Y.

There Is Only One
MANI-KLEEN
"It Cleans Clean"
Order from your display jobber.
A Product of BONTEC LABORATORIES
1350 Watson Avenue, Wilmington, California

• WHEN WRITING ADVERTISERS •
• PLEASE MENTION DISPLAY WORLD •

ENCHANTMENT IN MANHATTAN

[*Continued from page 23*]

yard. Tones of the wall and the angels were in soft blues and pinks, while blue and green spots washed the wall beyond. The floor was painted blue, detailed in gold to represent tiles. White sand covered the window floor beyond the tiles as though it were the ground beyond the building.

A bench made of gray plaster tinted in blues, with a turquoise blue velvet cushion on the seat, stood to one side of the center and served as a displayer for merchandise. Four mannequins wore pink and white lounge apparel. Silver wrapped gift packages were tied with blue, and metallic green leaves were tucked into the bows. Other lingerie was arranged with the boxes on the floor, on the bench, and on the window ledge. Framing for the window was white flecked with gold. Copy read: "Be an angel! Give her lingerie from Ohrbach's (it costs so little)."

Jack Cobb, display director for Henri Bendel, turned to the "Twelve Days of Christmas" as inspiration for a group of displays so rich in color they were almost intoxicating. Using as caption "Gifts to cherish all the year," he covered the step-style floor with deep red velvet, hung matching velvet drapery across the top and sides of the window, and erected three arches of bright hued fruits against deep green foliage and bound with red velvet ribbons. The curtains behind the arches were also of red. Centered in each of the two side arches stood a golden pear tree, glittering with gold sequins and hung with golden fruit. The golden trees stood in small gold tubs, also studded with gold sequins and encircled with red ribbon.

In the center arch stood a papier mache lady of the medieval ages, gowned in purple, with an underskirt of white brocade. Small amethysts were sprinkled over the front panel of the brocade. Over the gown the lady wore a purple velvet robe, lined with white fur. On her head was a green turban trimmed with pearls with high wings of white brocade backed with purple. More amethysts trimmed the hat wings and the flaring cuffs of her gown. High aloft, she held a white turtle dove — one of the gifts of the Twelve Days. On the steps in front of her Mr. Cobb arranged a selection of gift merchandise, including a group of various colored chiffon scarfs and a jacket of emerald green.

Angels at Franklin Simon were sculptured in Della Robbian style and suspended as though in relief against a blue sky backwall. White, gold, and blue stars painted onto the blue wall had tiny winking lights at their centers. Gold and silver stars were suspended through the window area, with still others arranged on the snow-covered floor. The angel was robed in a delicate blue and carried a list in one hand, a taper in the other. A gold tree stood on top a platform table which had gold legs.

Copy read "Christmas Lights — in white set a-glitter with gold, silver and champagne, our gilt-edged gifts that gleam under the tree and live happily ever after!" John Liles, display director for Franklin Simon, arranged gift merchandise in correlated shades through the setting. Four mannequins wore lingerie, while the tree was decked in jeweled collars

—pearls, rhinestones, gold and silver embroidery on satin. Gift-wrapped packages, perfumes, and jewelry completed the display. Around the window was a framing of blue and silver holly leaves entwined with a gold garland.

The following are not pictured:

Inside Lord & Taylor, Edgar Tallman, interior display director, created a fabulous wonderland — a world of sparkling crystal tinted in the pale red and blue hues of Venetian glass — with historic sleighs such as were the playthings of French, German, and Russian royalty from the 14th through the 18th centuries, along with groups of skaters. The sleighs were 5 feet long, each carrying a royal occupant, and were either pushed by a skater or pulled by a horse or reindeer.

A delicate porcelain quality inspired by Dresden and Meissen china was given to the "skin" of each of the figures, and each face was painted to give it personality. Tiny lights were sunk into each figure and along the boughs of the icicle-covered trees which framed the scenes. The lights flickered on and off to complete the sparkling effect of the display — 31,000 square feet of it.

And the list might go on and on: the elegant Cinderella windows at Delman; the Chrismas Carol done with mice in small shadow-boxes at John David's store on Fifth avenue at 49th street; a new episode of The Littlest Snowman at Macy's; the animated Christmas of the woods creatures at B. Altman, where the display director, Louis Villela, used the clever device of starting the story series at both ends and working toward the store's main entrance in the middle; and the wonderful new version of the merry-go-round at Lever House with the fairy prince and princess riding in sleighs!

Truly there was enchantment in Manhattan Christmas display.

Services Are Held For Displayman

John C. Murnan, window display manager for Edison Brothers Stores, Inc., St. Louis, until his retirement nearly ten years ago, died recently in that city after a lengthy illness. He was with the firm for 25 years. The widow, Mrs. Gertrude Murnan, four sons, a daughter, and three sisters are the survivors.

"Store Modernization Guide" Is Now Available

A "Basic Guide on Store Modernization" is now available for store owners who want to modernize their stores and would like expert advice on where to begin and how to go about it. The Guide was prepared with the assistance of the architect and engineer consultants of the Store Modernization Institute's new Store Planning Center.

The purpose of the Guide is to show the small store owner how to gather the right facts on what he has at present; how to organize his own ideas systematically on just what he wants to accomplish, and how to avoid the costly mistakes some make because they have no systematic method for organizing their program. The Guide kit includes a detailed questionnaire to help the retailer record the facts about his present store layout and merchandise set-up, with simple instructions and examples for taking measurements of the different store areas; for checking the condition of his present fixtures and other equipment, and the physical construction of his store.

The store owner thus saves the consultation time of a professional man who must have all this preliminary information, and the Institute believes that the store owner himself is best qualified to collect this information, since no one knows his store better.

Once the Guide has helped the owner organize his modernization ideas, he can turn the material over to a local architect or contractor for sketches, plans, blueprints, and estimates. Or he can return it to the Institute's Store Planning Center for the development of his ideas into sketches and designs by the staff there.

"The Basic Guide on Store Modernization" is available at $10 from the Store Planning Center, Store Modernization Institute, 5 Middlesex road, Darien, Conn.

You can make it with Castoglas

Pour it

Brush it

Color it

Extrude it

Glue it

Drape it

Shape it

Cast it

The 5 x 9 foot garden pool in this display was made of chickenwire, burlap, fiberglass and liquid Castoglas resin. Total construction time: 4 hours. Material cost: 40c per sq. ft.

How to Make a Pool for Your Display . . . Leakproof Form Actually Holds Water

The sketch illustrates a garden pool as it was used in a display. Here's how it was made:

1. The basic form, averaging 5 x 9 ft. by 9 in. deep, was made of chickenwire and shaped by hand.

2. A piece of burlap was impregnated with CASTOGLAS liquid laminating resin and draped around the wire frame.

3. Then fiberglass fabric was laid over the burlap and coated with Castoglas resin, which was brushed on.

4. Each laminate hardened at room temperature within one hour. Edges were trimmed with tin shears and sanded smooth.

This one-piece, leakproof pool weighs only 18½ lbs. It is not only stronger than metal but it won't rust, corrode or crack. Anybody can make it without previous experience. A pair of scissors, a mixing can, a stick and a brush are all the tools you need.

This form, with its compound curves, would be difficult and expensive to make with any other material. And this is just one way of using the amazingly versatile CASTOGLAS resins in your work.

WANT A SAMPLE?

With a sample we'll also mail you complete instructions and price list of resins, colors, treated fiberglas fabrics, etc. 24 hour delivery from stock. Available in standard containers of 1 lb., 2 lb., 1 gal., 5 gal. and 55 gal. drums. Write to:

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SOURCE SERVICE

If in any of the illustrations in DISPLAY WORLD you see some property, fixture, mannequin, or other display equipment which interests you particularly, we will be glad to supply you with the source from which it can be obtained. Just address your inquiry to the Editor, DISPLAY WORLD, Cincinnati 1, and it will have prompt attention.

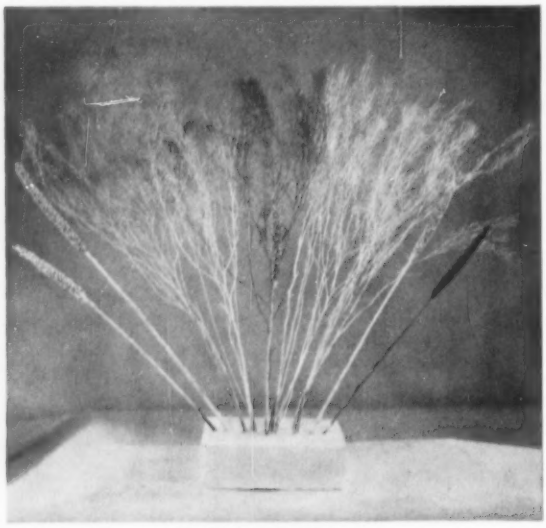
Capture the Feeling of Spring with Natural Preserved Decorations

SPRING TIME TREE

No. ESS-125—Natural preserved tree set on a sturdy wood base and adorned with a selection of realistic spring flower blossoms. Base, trunk and branches flocked in choice of green or white. Blossoms available in white, pink, blue or yellow. Overall approximately 5 ft. 9 in. high, 56 in. wide and 48 in. front to back. Price, complete.....$100.00

MULLEIN SET PIECE

No. ESS-105—Natural mullein stalks painted white and decorated with star flowers, cluster of mustard grass and orchid daisy flowers. White wood base. Overall approximately 6 ft. high by 48 in. wide. Price, complete.....$59.95

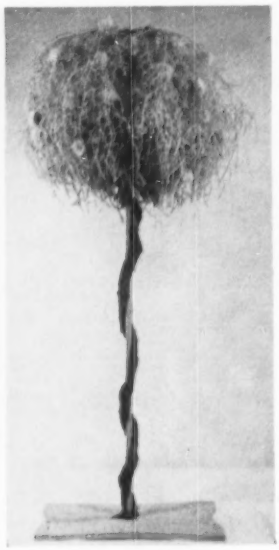


MULLEIN HEADS

No. ESS-150—Natural preserved mullein heads dyed in choice of blue, green, white, pink orchid or yellow. Heads approximately 12 in. long. Overall length approximately 40 in. Per dozen $12.00

MUSTARD GRASS

No. ESS-155—Natural preserved mustard grass in choice of blue, green, white, pink, orchid or yellow. Size approximately 36 in. long. Per 1 lb. bunch.....$6.00



BAZA TREE

No. ESS-120—Natural preserved baza tree with flowers in choice of yellow, white or pink. Size approximately 56 in. high, 30 in. diam. Price, complete $36.00

GARRISON-WAGNER CO.

2018 WASHINGTON AVE. ST. LOUIS 3, MO.

STREAMLINED DESIGN

[*Continued from page 31*]

the first and second floors. Millinery is to the right of this rear view, adjoined by the shoe department, where necessity is the mother of invention of space for stock beyond the curtained doorway. A similar split level staircase leads downward from another entrance, in back of the lingerie department. Walls, column, and dropped ceiling are painted in deep, warm tones. A tier chandelier with painted metal multi-branches, entwined with wire flowers and leaves, coaxes the feminine mood for susceptibility to the intimate apparel departments — lingerie, negligees, corsets — grouped at the termination of this entrance point.

At left, beyond the confectionery department, the "Down" escalator is visible, in close proximity to hosiery and blouses. On the other side of this escalator, decorative chandeliers distinguish the aisle leading to the "Up" escalator, flanked by handbag and jewelry departments.

Frosty ceiling lighting throughout this new Stewart branch marches in recessed close column formation, every horizontal beam spotlighted at both ends. The central main floor area is marble patterned rubber tile, with carpeting for a change of pace in some areas. Ingenuity underfoot creates specialized selling spaces in some departments in this modern store. For instance, an oblong of vinyl floor covering, in terrazo pattern, over carpeting in the furniture department, sets the stage for seasonal display of outdoor furniture in a convincing patio presentation. Selling psychology takes the floor in praise of versatile self-expression in the flexible modern manner.

To return to the three-figure display in the children's shoe department, mentioned as an example of how permanent display space is designed as part of separators, note that these figures sell shoes and apparel for both boys and girls, in three different age groups — maximum mileage. The grass mat and tree are quickly and easily changed for seasonal appeal, or given a few simple props to visualize environmental appeal. There is a lot of interest shown in this small children's shoe department space. First, see how the slatted separator opens up for see-through, continuing perspective at above eye-level, and achieves a smart striped wall look below by the simple use of a solid backing that also makes it possible to introduce a display shadow-box in the middle of the separator wall, with the same extra display space privilege also extended to the millinery department on the other side of the fence. Practical features designed into this department include a sturdy metal and Formica L-fixture presenting a wide assortment of both boys' and girls' shoes for different age groups. It is obvious that the drop shelf design achieves more display footage, because uneven placement allows overlapping. The seating bench and high-riding swivel chairs, with safety belts for tots, are all upholstered in able-to-take-it and easy-to-clean plastic.

A lingering look at the pictured sportswear department brings smart handling of stock-on-the-floor into immediate focus and also visualizes the unobtrusive invita-

tion to self-selection. The same functional design facility is apparent in the perspective shot of the infants' and toy departments, where the barber shop stands out by the utilization of a pillar as an identifying mark. Service departments throughout Stewart's are strongly propped up with selling mood encouragement, such as the barber shop and the relaxed invitation of this pictured entrance to the Terrace Room restaurant. To make it authentic, the lamp is a genuine old Baltimore street lamp!

All home furnishings departments frankly employ mass psychology in the orderly presentation of easy-to-see, easy-to-buy, heavily stocked department goods. As in the lamp department, counters and tables multiply display space and utilize vertical space to selling advantage, and for stock accommodation, by use of multi-level shelves and set-backs.

Every picture here tells the story of how stock-on-the-floor comes out in the open for more profitable use of space and more objective persuasion of expense-saving self selection. Modern is as modern does.

Bemiss-Jason Appoints Scott Merchandising Director

The appointment of Glenn Scott as merchandising director for the New York area for Bemiss-Jason Corporation has been announced by W. E. Jason, company president. The corrugated display papers company, with headquarters at Redwood City, Calif., already has offices at Los Angeles, Chicago, and Newark.

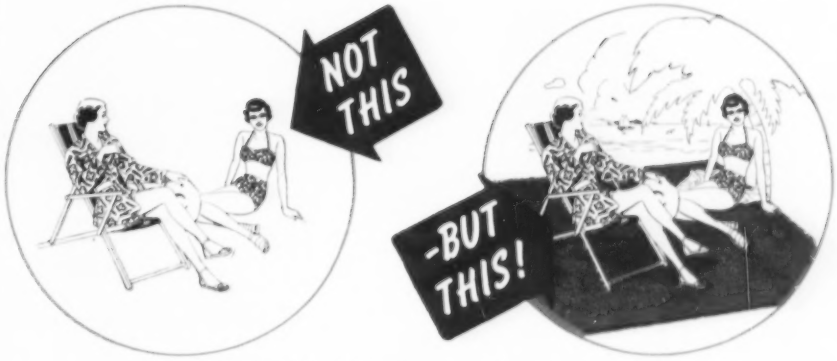
Scott has more than 25 years of experience in the display industry. He was division merchandising manager for Hiram Walker, Inc., in Southern California before heading his own display firm with branches throughout that state. Scott's offices will be at 114 East 32nd street, New York City.

New Fixtures For Records Prove Selling Bonanza

A striking testimonial to the power of good fixturing in increasing the sale of phonograph records is presented in a new broadside just released by W. L. Stensgaard & Associates, Inc., 346 North Justine street, Chicago 7, to publicize the RCA-Victor store modernization plan worked out by the Stensgaard organization. Before-and-after photographs show the plan in actual operation, together with letters from the various firms concerned detailing the sales increases which resulted. A copy of the RCA booklet will be sent free to any record dealer on request.

$500 Savings Bond Won By Nunan

Window displays by E. W. Nunan, display manager for James K. Wilson Company, Dallas, plus other factors in a promotion on Cricketeer sports coats, were responsible for the store placing first in a nation-wide competition sponsored by the apparel manufacturer. James K. Wilson, Jr., vice-president and merchandise manager, has been awarded a luxury trip to Europe as a result. A U. S. Savings Bond for $500 was presented to Nunan.



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Bring new life to your displays—add realism that stimulates good display ideas—with Eaton "Velvety"* Grass Mats. Made in a wide variety of attractive colors, sturdy Eaton "Velvety"* Grass Mats keep their good looks *longer*. Give your displays the advantages of an Eaton "Velvety"* setting!

Order TODAY From Your Jobber!

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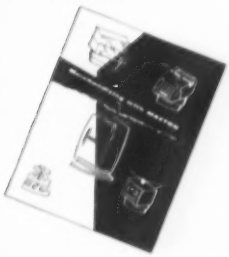
TURNTABLES!

Here's a beautiful custom-built display on one of those famous Macton Turntables. It's the popular Macton Model 1000 that has a capacity load of ONE TON . . . yet it will operate continuously for two hours for ONE PENNY! The Model 1000 is equipped with a 4 ft. top, but can be furnished with a 6 or 8 ft. plywood top. Why not write today for our newest catalog 14-D. See several exciting uses of these famous Macton Turntables.



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Our "SWEETHEART" Branches are a must for your Spring and Summer Plans.
Write today for your copy of our Catalog.

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SELL MORE

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BEST No. 155 Automatic COLOR WHEELS

Unit consists of a 13" diameter plastic filter wheel having longer lasting, richer looking, plastic colors of red, blue, green, amber and straw. Revolving wheel is powered by 110 volt, 60 cycle, self-starting synchronous motor. Unit includes rubber cord and silver and black wrinkle finish. Excellent where controlled automatic color changes are desired in places such as: store windows, night clubs, interior displays, ballrooms, theatres, etc. Only **$22.50**

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Editor's Comment

(Continued from page 18)

impossible for him to gain entry into the United States, but he managed it somehow and landed in America without a word of English and, if I remember right, 30 cents in his pockets. He finally got to the home of a sister living in Ohio and learned enough of the language to get a job as displayman at $10 a week. From this he progressed to other and better jobs and eventually to the position of display manager for a department store in Louisville -- where he married the charming young lady who was his first assistant -- and thence to Hollywood. In Hollywood he became display and promotion manager for a smart specialty shop, had many requests from other shops for similar services, and now has a flourishing free-lance business which pays him more in an hour than he made in a week back in 1937.

No wonder he wrote me as he did recently: "Thank God for America." But I can't help feeling, too, that we who are fortunate enough to have been born here should be equally thankful that our country has attracted to its shores men like Vid Rosner...

Each year DISPLAY WORLD sends several thousand display photographs to New York university for use by its School of Retailing. The latest shipment -- weighing 114 pounds and containing approximately 4,000 pictures - went out a few days ago. I have lost track of the total number sent to the university, but it must total around 15,000 -- making this the largest permanent file of display photographs in existence...

In passing, I would like to ask that when you have occasion to write DISPLAY WORLD that you address the letter to our headquarters -- Cincinnati 1. Since we maintain a New York City office as well, many address us there; this only delays things since the mail must be forwarded to Cincinnati for handling, regardless of whether it pertains to the editorial, advertising, or circulation department...

This issue goes into the mail on January 20 -- still not too late to wish you all a happy and prosperous New Year...

Cordially yours,

R. C. Kash

"Distressed Wood And Little Apples"

(As an interesting behind-the-scenes picture of how some familiar display materials come into being, the following is reprinted with permission from Art in Flowers . . . Ed.)

There's romance in the mountains, and not all of it is in the Hollywood version. Some is the hard, tough job of collecting manzanita and "driftwood" to be used in floral arrangements with other dried materials or with fresh flowers, or to be made into interesting, unique accessories for home decoration.

"Driftwood" is not picked up on the seashore, washed in from ancient wrecks on the ocean. (This is speaking specifically of the material referred to in this article. Actually, quite a bit of the driftwood used in display comes from the sea. . . . Ed.) The name is a corruption of the original term, "distressed wood," and the cause of its distress is the pressure of natural elements — sun, rain, wind, and snow, in the mountainous regions of Nevada, California, and Arizona, from whence it comes. And manzanita is the Mexican word for "little apples." Both are collected commercially and prepared for sale by crews of intrepid men armed with government permits, first-aid kits, and snake-bite antidotes.

When the snows have gone from the mountain tops, usually by some time in March, and through the summer and fall until about December first, prospectors like Russel Morris and Howard Benson go hunting — not for animals, but for wood that can be utilized by florists and decorators. Since the working crews consist of from 8 to 20 men with trucks, the prospector must find a location that is accessible and that has sufficient wood to make the trip worthwhile.

Most of the usable "driftwood" and manzanita is on government-owned forest ranges, and is therefore subject to close supervision. There's the fire hazard to consider; and the growth may be necessary to preservation of the surrounding lowlands because of its value as a watershed. So once the prospector has located a likely looking source of supply, he must check with the ranger station, obtain a permit to cut the wood, ascertain how much of it he is allowed to take from each location, and arrange to pay for it by the weight of his take. Each trip the men must check in before entering the range, give the exact location they intend to work, and when they are finished they must check out again.

About 12,000 feet above sea level, on the saddle backs of mountains, growth is low to the ground. High winds, hot sun, heavy snows, and torrential rains beat the branches of the low trees until they sprawl along the ground in a twisted, tortured gesture of will-to-live. Finally they break off, and lie where they have fallen. The manzanita and driftwood that interests the collectors has lain where they find it for at least 50 years, and much of it is generations older. During its subjection to the elements, this wood has been cured by the sun, the wind, and the moisture, and has become extremely hard.

Manzanita that still has the sap of life

THE *New* IMPORTED *Revolutionary*

ALL ADJUSTABLE • MULTI-PURPOSE

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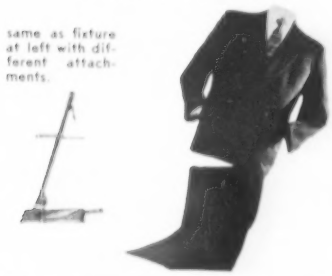
CLOTHING DISPLAYERS

FOR WINDOW AND INTERIOR DISPLAY

same as fixture at left with different attachments.



The "Très Chic Feather Wig"

Made of genuine cock feathers. They will add appeal and beauty to all of your fashion displays. In eight beautiful colors: Kelly Green, Red, Royal Blue, Orange, Powder Blue, Pink, Black and White.

$10. each

$110. dozen

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15 OUNCES OF *decorating ideas...*

in every King Size can of

New
SPRAY-O-NAMEL
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SATIN-FLAT FINISH

12 SOFTER, FLATTER SPRAY-COLORS PLUS 5 "TREND" METALLICS— including the sensational new Brass and Platinum Silver

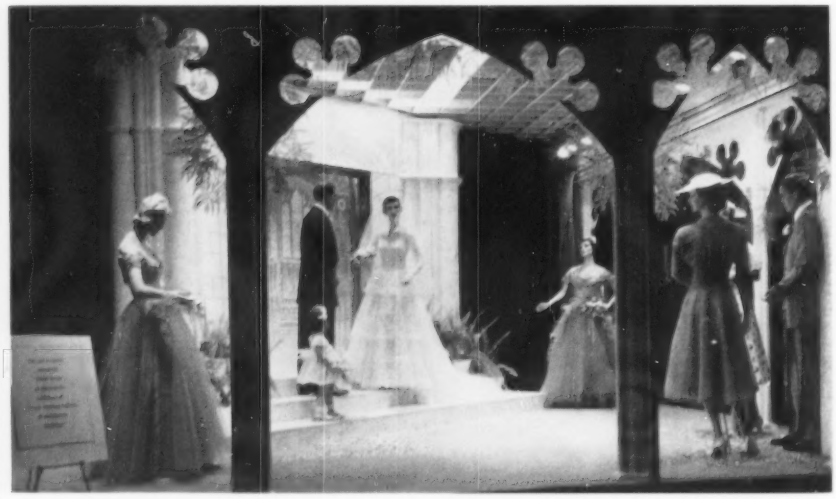
For Modern Displays!

Now—give your display boards, frames, mobiles, convention booths and countless displays of all types and sizes—the satin-flat beauty of King-Size Spray-O-Namel new *Interior-Decorator* colors. Here is the world's first non-glare, flat-finish spray paint . . . formulated to duplicate the most expensive spray equipment. Ideal for stencils and signs. Won't bubble, won't run, won't sag. 5-minute instant drying. There's nothing easier . . . nothing finer!

Also try the "touch and glow" magic of America's original and largest selling spray enamel — SPRAY-O-NAMEL *Regular* . . . in 40 vivid colors for brighter, glossy displays.

For *colorful* styrofoam display creations and factory made novelties, use STYROFOAM & FLOWER COLOR SPRAY. Harmless to composition. Allows sparkle to shine thru. Also ideal for ribbons, fabrics, and flowers.

ILLINOIS BRONZE POWDER CO.
2023 S. Clark St., Chicago, Ill.



—This display is the work of H. Aiken, display director for Woodward's, Vancouver, British Columbia—

running through it is red when picked up, and becomes white when the bark is removed from it by sand-blasting. Dead manzanita is black, and retains a dark color after the sand-blasting process. Aside from fumigation, the collected wood needs no other finish than the sand-blasting, which leaves it smooth and in its natural shape.

At lower altitudes it grows as high as 12 feet, and the bushes resemble the branches of peach trees. It must be carefully selected, for the value of manzanita is in its twisted shapes, which are not readily accessible or easily found. But occasionally the prospector is rewarded for his efforts by finding an interesting freak high in the mountains, such as the oddity discovered and collected by Russel Morris not long ago. Manzanita that had died at least 200 years ago, broken off and lain exposed until discovery, had been so pressed by the weight of snows that the branches had become interwoven and imbedded into one another, making a most unusual collection of oddly shaped pieces.

As opposed to the rigors of mountain work, collecting materials from the desert has its own hazards and limitations. The crew must be out on the desert by 3:30 in the morning, for the sun becomes unbearably hot by 9 o'clock. In these early-morning hours, they collect cholla roots and stalks.

Cholla is a cactus-like plant that grows only in very dry climates. As it matures, it dies at the bottom, continuing to live and grow at the top. The live top eventually becomes too heavy to be supported by the dead trunk, and falls off. This leaves the dead stalk, covered with spikes, still standing in the desert. Sand-blasting removes the spikes and leaves holes in the pale wood.

Everyone knows that no two blossoms are ever exactly alike, yet one can with confidence phone his wholesaler and ask for a dozen Happiness roses, knowing they will all look quite similar to all other Happiness roses. But it is impossible to order driftwood and manzanita according to exact specifications, for they are so highly individual in shape that each piece is entirely unique and separate in appearance from any other.

Lustra-Cite Operation Under One Roof

Early in 1956 Lustra-Cite Industries, Inc., will consolidate its present plants and offices, now in three different locations, into the firm's own building at 331 Kent avenue, Brooklyn 11. Some 28,000 square feet of manufacturing space will be used.

KASSON Roto-Sho ELECTRIC TURNTABLES

The action display way to boost your sales!

$8.95 List Price F.O.B. L.I.City, N.Y.

Model SM-10. ROTO-SHO JR. Costs only 1½¢ a day to run! Revolves 3 times a minute. Holds build-up display fixture permitting full use of display space. Carries 10 lbs. A.C. only.

Model 712. ROTO-SHO. Revolves 3 times a minute. Carries up to 200 lbs. *Lights turn with table!* Tables in 9½", 14", 18" dia. A.C. only.

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Model XM-1. ELECTRIC CHRISTMAS TREE HOLDER-TURNER. *Lights and tree turn 3 times a minute!* Carries up to 15 foot tree, 200 lbs. Costs only ½¢ daily to run. A.C. only.

Delivery out of stock in 24 hours!

Get FREE illustrated literature showing build-up fixtures, prices. Write today!

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32-14 Northern Blvd., Long Island City 1, N.Y.
Integrity Since 1919
Makers of fractional horsepower motors; skeleton and ceiling turntables for display industry use. Quantity discounts available.

"Wool Travels Best" Promotion Under Way

A nation-wide promotion on the advantages of wool for the traveler began January 13 in Miami with window displays and retail store displays at three Eastern Airlines offices and two men's wear stores. The program will reach 18 other cities through store-wide promotions and travel office displays.

Based on the theme "Wool Travels Best," the displays feature wool suits and jackets and a poster listing the reasons for wool's superiority in travel clothes. The promotion is a cooperative effort of Eastern Airlines and the Wool Bureau, New York City, conducted with the support of Gramercy Park Clothes and Oshkosh Trunks & Luggage, Inc.

New Factory Opened By Madisonia Manikins

Madisonia Manikins, with branches in New York City, Chicago, Dallas, Los Angeles, and San Francisco, has announced the opening of the company's new enlarged factory and showroom at 1190 Bryant street, San Francisco.

Madisonia has taken a long-term lease on an entire building at the Tenth street entrance to the Bay Shore Freeway. In addition to its refinishing and rental business, Madisonia will feature a complete line of new mannequins.

Gilbert and Florence Laurence, who operate Madisonia in the 11 Western states, announce that the San Francisco branch is now under the management of Melvern Mayo, with Lawrence Fixel as sales manager for northern California.

The formal opening at the new location was celebrated with a cocktail party on January 20.

Certificates Presented For Nativity Scenes

Robert M. Rybolt, president of the Canton, Ohio, Chamber of Commerce, recently presented certificates of merit to Bernard J. B. Schario, Reliable Floors Company, and Charles E. Ayres, display manager of Polsky's, for their window displays of the Nativity during the Christmas season. The commendation stated: "They encouraged and emphasized the holiness in Christmas by maintaining and advertising their sales promotion programs on a consistently high moral and ethical level."

Duplex Is Appointed By Fredrika

Duplex Display & Mfg. Company, 916 Arch street, Philadelphia 7, has been appointed exclusive sales representative for the Fredrika of America line of animated mannequins in Pennsylvania, New Jersey, Delaware, Maryland, and the District of Columbia.

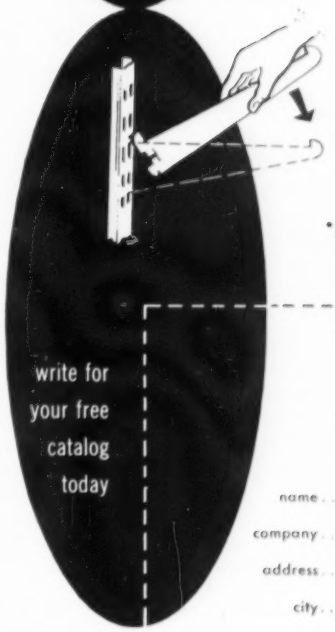
Arts & Flowers Adds Robert Grayson

Harry Menzin, head of Arts & Flowers, New York City, has announced the addition of Robert Grayson to the firm's sales staff. He will cover various mid-West and Eastern states.

new! a bracket 1/3 stronger

for the same price (or less) than an ordinary bracket!

The new Crown Metal bracket supports 1/3 more weight because the combination of the hook and catch anchors the bracket more securely to the standard . . . extra insurance at no extra cost.



CROWN METAL MANUFACTURING CO.
One of the Nation's Largest Manufacturers of Display Hardware

CROWN METAL MFG. CO.
5912 South Lowe, Chicago 21, Ill.

Please send me your new catalog illustrating your complete line of display hardware . . . standards, brackets, cardholders, countertop hardware, hol-dits.

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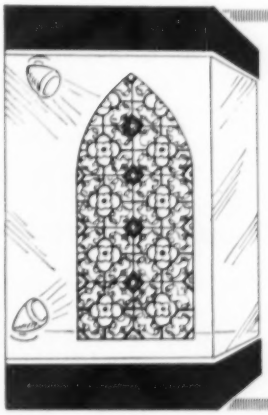


Here's How;
Lithophane Valances For "EASTER WINDOWS"

Here's just *one* of the many decorative uses *STAINED GLASS* LITHOPHANE VALANCES offer for promoting *Easter Windows*. This and similar patterns are used in thousands of church installations for stained glass effect, and lend themselves readily to an inspiring church scene window display. Inexpensive, easy to apply.

No. 506—Purple & Green predominant. 37 sq. ft. rolls **$12.50**

No. 2109—"Rose" Window.

For versatile "all-year-round" decoration, order VENITIAN STRIPED COORDINATED Valances. Choice of ten color-combinations in contrasting tone pattern.
37 sq. ft. rolls **$7.95**

GARRISON-WAGNER CO.
2018 Washington Avenue, St. Louis 3, Mo.
Manufactured by: **ISINGLASS VALANCE CO.**
5206 Tilden Ave., Brooklyn, N. Y.

Write today for free color cards and handy visibility chart showing use of color according to emphasis and eye-acceptance. Dept. DW-15

The **American Crayon** Company
Sandusky, Ohio New York

DISPLAY MEN
Do you know what a "CAP" is?
— if you don't —
Be sure to have your authorized display jobber show you his A & A Spring Catalog.
WHERE THERE'S ALWAYS SOMETHING NEW
A & A MURAL DISPLAY STUDIOS
Box 188, Union City, N. J.

PLEASE MENTION DISPLAY WORLD WHEN WRITING ADVERTISERS

Your Column

The thought has come to me that possibly you and your readers might be interested in a few words about display from America's "Last Frontier."

"Alaska's finest and largest department store" is the slogan our company uses here in Anchorage. The store first entered Anchorage in 1928, about 14 years after the town was composed of tents. From that meager beginning to the $9,000,000 volume in 1954 is progress in the American way.

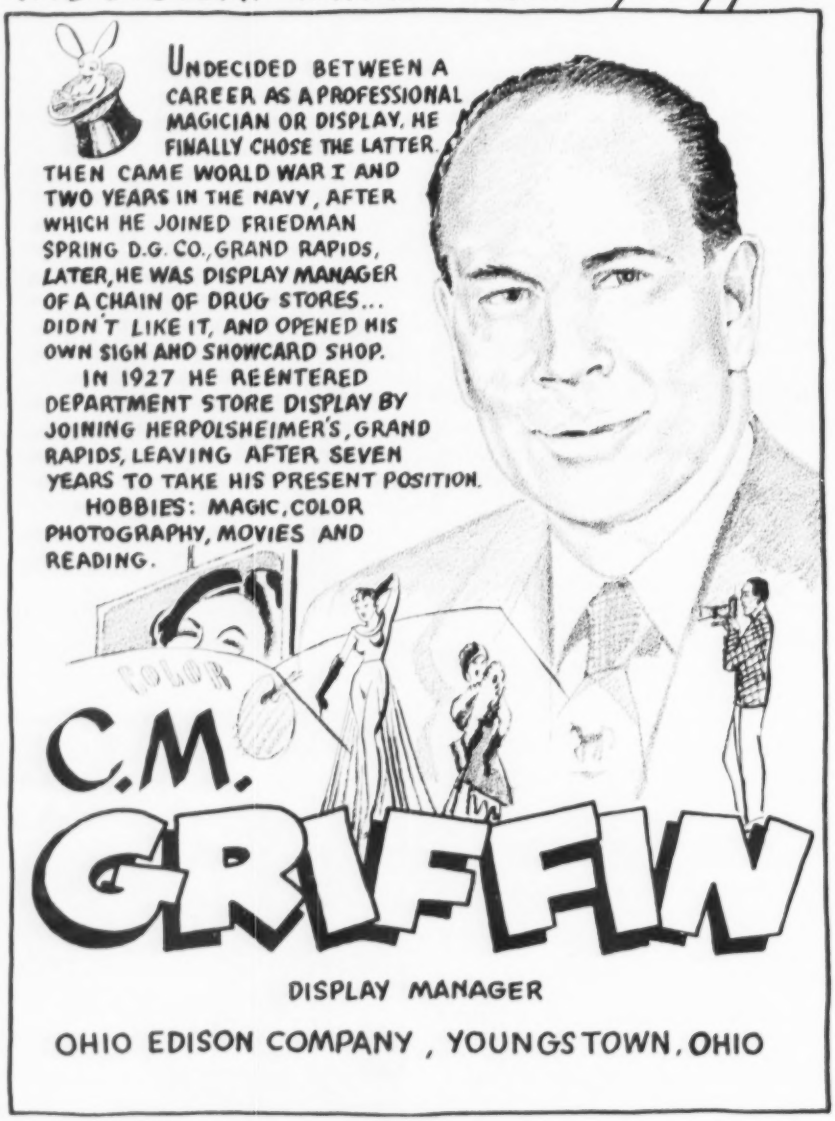
Display here, too, has not taken a back seat; store fronts and windows have progressed with the city. Merchants have realized that with a city of an estimated population of 55,000 progress in presenting merchandise to the public must not stop.

Our display windows strive to keep up with the high calibre of selling that visual merchandising has done in the States. Here in Anchorage I have 11 windows, and a staff of two. With our Christmas displays just being completed, I can say that five people would have been handy.

People here in Anchorage are as aware of styles and their changes as anywhere in the States. Of course most of the population has at one time or another lived in the States, or they are temporarily stationed here in the service. Merchandise as a whole is the same as on the "outside", with name brands in demand.

Our company hired me in Seattle to come

THE DISPLAY PARADE No. 200 by tupper



to Anchorage. While in Seattle I had what I would call the privilege of working under Harold McLaren, at The Bon Marche. My 11 years of experience in display has been up and down the Pacific coast in all types of operations.

Your publication is ever-enlightening to me, especially since my move North.—Robert D. Frazier, Northern Commercial Company, Anchorage, Alaska.

A hasty note to thank you all for your patience in judging thousands of entries in your yearly contest. We are all pleasantly surprised, and hope to do better in the coming year.

"Displays on Review" better than ever. A "must" for future January editions.—Harold McLaren, The Bon Marche, Seattle.

I have lost several ads that I had cut out of the January issue of DISPLAY WORLD. Enclosed is 60 cents to cover another copy of that issue. Please rush.—S. R. Firkser, manager, S. N. Weinberg & Co., West Branch, Mich.

I hasten to write and thank you and to tell you that yesterday Mr. Kramer, our president, called me into his office and broke the good news to me. I am delighted to receive the medal for the photograph we sent you and which you entered in your annual International Display Contest.—Ted Solomon, A. Harris & Co., Dallas.

May I take this opportunity to thank you for awarding me a gold medal in the 1955 display contest? It was a wonderful surprise, coming as it did the day before Christmas. I can't possibly tell you how pleased and proud I am.—Claire Bressler, Bressler's Hardware, Inc., St. Albans, N. Y.

All our branch managers receive DISPLAY WORLD and judging by their requests for different items, I know they have —like all displaymen—joined the ranks of ardent readers.—Raymond E. Rogers, Cox Brothers, Adelaide, Australia.

May I again offer my appreciation as a displayman for the privilege of entering the International Display Contest sponsored by your fine magazine. It keeps us on our toes throughout the year so that we may have displays worthy of entering in the contest.—Otto H. Pearsall, Pennsylvania Power Company, New Castle, Pa.

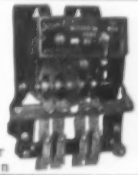
On a complimentary note coupled with one of gratitude for your assistance, may I say how much DISPLAY WORLD is appreciated over here. When I am next in the States I hope to be able to make personal contact with you.—C. B. Marsh, Bata Development, Ltd., London.

I was very happy to hear the news that Mr. Richter of the Kaufhof in Frankfort has won the first prize in the 1955 display competition. I am particularly pleased about it as I discovered and trained Mr. Richter.

As the news reached Mr. Richter as well as the management on December 24, it was glad tidings indeed. We are very proud that the first place winner is a "Kaufhofian" again. During the second half of this

Motorless

Reco FLASHERS
Since 1900
Force Attention, Increase Advertising Value
REYNOLDS ELECTRIC COMPANY
3055 RIVER ROAD RIVER GROVE, ILL.


Motor Driven

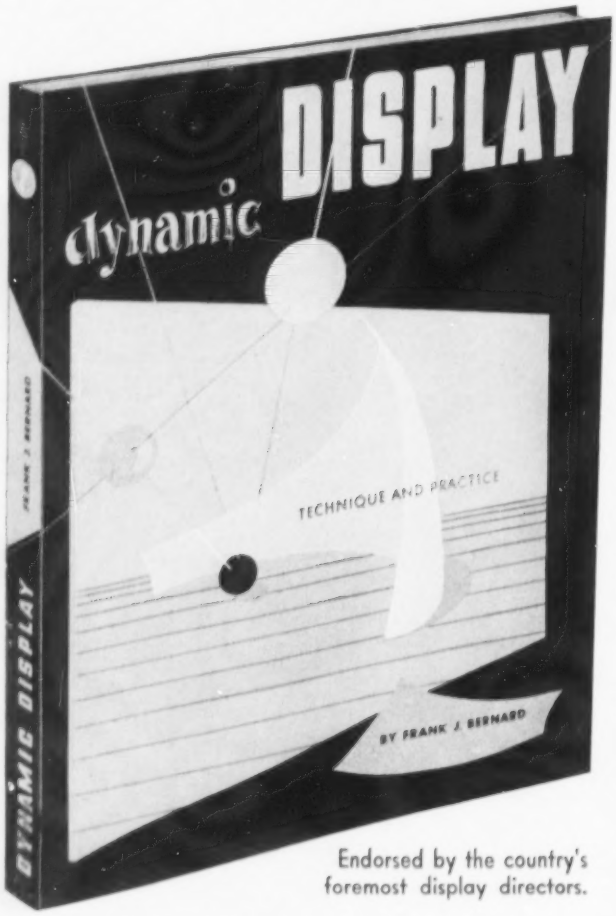
WINDOW DISPLAY
State Approved Certificate Course, Day or Eve. Appr. for Vets and Foreign students. The only thorough professional course offered in N. Y. C.
REGISTRATION OPEN — ENROLL NOW
PAN-AMERICA ART SCHOOL
321 WEST 56th STREET, N.Y.C. PL. 7-0064

WHEN YOU THINK OF FOIL AND FOIL PAPER THINK OF
RAO
R. A. OHLHORST
278-292 Johnston Ave. Jersey City, N. J.

GREATEST BOOK ON DISPLAY

Ever Published, Say Country's Leading Display Authorities

NOW IN ITS SECOND EDITION



Endorsed by the country's foremost display directors.

DYNAMIC DISPLAY

TECHNIQUE AND PRACTICE

By FRANK J. BERNARD

Contains Everything

ABOUT DISPLAY

— You Must Have A Copy

. . . to make your displays sell more goods faster
. . . it's the kind of book you have been waiting for
. . . it's a necessity for everyone engaged in display or using displays

SIZE 9 x 12 INCHES — CLOTH BOUND

268 pages

MORE THAN

600 illustrations

The publishers of DISPLAY WORLD for years have sought a modern text and reference display manual of this kind and now, in DYNAMIC DISPLAY, they offer a long-needed book which everyone in display will be proud to own. It is a complete treatment of modern display technique and practice. The student will find it a sure guide to display techniques and a real help toward steady improvement and perfection in his work. For the experienced and professional displayman it is rich in display ideas and an invaluable reference work — in fact, a display library in itself. Retailers, both large and small, will find it a positive guide to good selling displays. The author draws freely on his wide experience to explain each facet of retail display and shows by photographs and sketches the practical application of display techniques for modern displays that sell. Display problems and their solutions are explained in detail. It gives display a scientific background to make the medium of display more powerful and effective. Study the partial list of contents and you will realize that this is a book you MUST have. Its value to you cannot be measured by its reasonable cost.

PRICE $10 POSTPAID

Immediate Delivery!

PARTIAL LIST OF CONTENTS

Training for Display Work
Recipe for a Displayman
Common Errors in Display
Working Methods
Application of Art in Display
Abstract Art in Display
Technique of Painting
Technique of Enlarging
Eye-Catchers
Paper Sculpture
Display Materials
Papier Mache
Balance and Symmetry in Display
Line and Form in Display
Principles of Contrast
How to Master the Space Problem
Preparatory Work
The Window Plan
Birth of a Show Window
Display on a Small Budget
Variations on a Basic Idea
The Display Calendar
Layout of Merchandise
Display of 19 Different Wares
Small Windows
The Store Front
Interior Display
Expositions and Trade Fairs
Decorations on the Store Front
The Flower in Display
Color
Paints, Binders and Thinners
Lettering and Display Signs
Lighting
Animation in Display
Figure Draping
Display Fixtures
Economy and Good Housekeeping
The Workshop
Windows of the World

Order Your Copy NOW!

DISPLAY WORLD, Cincinnati 1, Ohio

☐ Please send me postpaid a copy of DYNAMIC DISPLAY, for which $10.00 is enclosed.

☐ Please send me a copy of DYNAMIC DISPLAY and enter or extend my subscription to DISPLAY WORLD for one year, for which $14.00 is enclosed, a cash saving of $1.00. (All foreign combination orders, except Canada, $1.00 additional.)

NAME.....

STREET.....

CITY.....ZONE.....STATE.....

month I could not help thinking of the competition because I have come to know so well the feeling of happy expectation during the past few years. An award for professional skill, after all, is one of the greatest things in a man's life; when I rang him up to congratulate him on his success, Mr. Richter told me that this was his most wonderful Christmas in years.

Mr. Richter has already made a name for himself in Germany, for he approaches displays, just as I do, through the merchandising medium; he dramatizes the merchandise rather than the eye-catcher, and yet he succeeds excellently in giving equal stress to merchandise and an eye-catcher. Something I like especially about his windows is the fact that the basic idea for a display springs from the merchandise.

With best wishes for 1956 and kindest regards.—Hermann Schlipphacke, Kaufhof, Cologne, Germany.

As display manager of the Roseburg, Ore., J. C. Penney Company store since May of 1954 I find DISPLAY WORLD a great help to me. By reading and studying every page I have been able to adopt many ideas into my own displays, and we have improved our windows and interiors by suggestions received from the magazine. — Robert Penrod, J. C. Penney Company, Roseburg, Ore.

Fredrika Of America Makes Announcement

W. J. Caddelle, managing director of Fredrika of America, Inc., 1 East 53d street, New York City 22, has announced that the Southern Sales Company no longer has any affiliation with Fredrika of America or with Fredrika of Canada, Ltd. Southern Sales' shares and interests were recently acquired by D. M. Stewart, president of the Fredrika companies.

New Card Colors Are Offered

Newly formulated Craftint-Devoe showcard colors are now to be had from The Craftint Mfg. Company, 1615 Collamer avenue, Cleveland 10. They are available in 44 colors in sizes ranging from 2 ounces to gallon jars, and can also be had in several assortments. Color charts will be sent by Craftint on request.

Contest To Award $5,000 In Prizes

First prize in a display contest announced by Garay & Co., 33 East 33d street, New York City, is $1,000. A total of $5,000 in awards will be made by the firm. The contest begins February 1 and will continue through June 30.

SOURCE SERVICE

If in any of the illustrations in DISPLAY WORLD you see some property, fixture, mannequin, or other display equipment which interests you particularly, we will be glad to supply you with the source from which it can be obtained. Just address your inquiry to the Editor, DISPLAY WORLD, Cincinnati 1, and it will have prompt attention.

150 POUND CAPACITY TURNTABLE

ELECTRO-MOTION TURNTABLES are factory-tested up to 250 lbs. load, and rate at 150 lbs. centered load. Quiet, strong, economical, they are GUARANTEED against faulty construction for ONE YEAR.

MODEL 50 —12 with 12" top. Specifications: 115 volts A.C. 50/60 cycles only. Rotation clockwise. 2½ RPM. Precision ball bearings immersed in lifetime lubrication. Pressed top. Hammertone gray finish.

NEW DESIGN—The remarkable low cost of Electro-Motion turntables is achieved by using a one-piece casting for the base. This eliminates the need for the usual stampings, spinnings, castings, etc. With fewer parts than any other turntable on the market, our costs—and prices—are low. Fewer parts also means fewer parts to go wrong.

ONLY $19.75

BIG JOBBER DISCOUNTS—Electro-Motion Corp. offers jobbers BIG discounts in turntables. Fill out the coupon below for FREE BOOKLET of 48 sizes and models of turntables. Convince yourself by comparing prices and discounts.

FREE BOOKLET

Please rush your illustrated booklet of 48 sizes and models of low cost, high jobber discount turntables. DW2

Name_____
Firm_____
Address_____
City_____ Zone____ State____

ELECTRO-MOTION CORPORATION
BUCHANAN, NEW YORK
Phone PEekskill 9-1406

For EYE APPEAL... Ballou's

METAL FLAKES
Brilliant, scintillating, **non-tarnishing** flakes in gold, silver and many colors.

GLASS TINSELS
Beautiful sparkling colors — red, green, gold, silver, blue, black — five finenesses. Also pastel and other shades to order.

DIAMOND DUST
Attractive snow effects can be obtained with this decorative material. Obtainable in five finenesses.

CRYSTAL BEADS
for outdoor displays.

GOLD and ALUMINUM BRONZE POWDERS
Greatest possible luster in the correct finenesses for screen process or any purpose required. Send for color card.

Write for Sample Card

EDWARD C. BALLOU CO.
6 Varick Street, New York 13, N. Y.

Creative Men and Women Work Here!

General Display Bldg.

25 OPERA PLACE
CINCINNATI 2, O.

When travelling, stop in Cincinnati, be our guest at our showroom and factory.

VALENTINE
EASTER
SPRING
CRUISE
SUMMER

Write us for a representative to see you.

DESIGNERS and MANUFACTURERS
- DECORATIVE SET PIECES
- FOLIAGES
- ARTIFICIAL FLOWERS
- PLANTS

Your ONE Source of All Display Needs
- Racks
- Fixtures
- Mannequins
- Display Materials

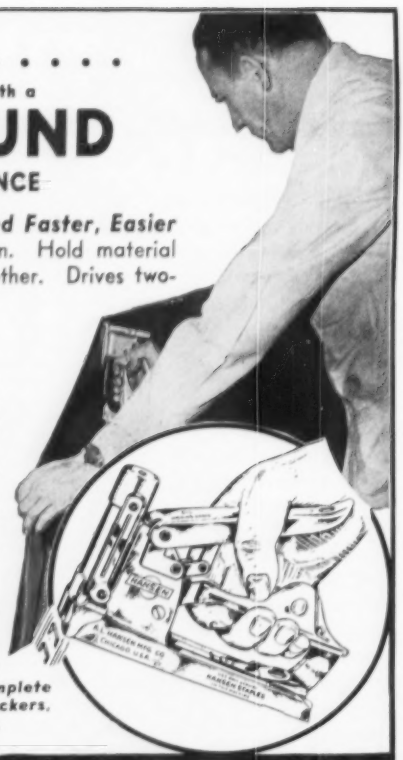
GENERAL DISPLAY

HANSEN . . . . . .

— the one-hand TACKER with a

BACKGROUND

of BETTER PERFORMANCE



More attractive displays — installed Faster, Easier — with **HANSEN.** One-hand operation. Hold material with one hand — operate Tacker with other. Drives two-pointed staples fast as you grip.

The Displayman's Standby Tool for Steady, Ready Service

Balanced design; quick, positive, easy operation — Take-up Jaw for fast, on-the-job service—are features that insure steady performance. Readily portable, HANSEN goes **to** and stays **on** the job!

Variety of Models, Many Staple Sizes—

Thirty-six different models — eighty staple sizes —provide a Tacker and a size Staple for most tacking and fastening needs.

REQUEST BOOKLET

←FREE BOOKLET

Send for FREE BOOKLET, illustrating and describing the complete line of HANSEN Tackers, Staplers and Staples.

A.L. HANSEN MFG. CO.

5041 RAVENSWOOD AVE. . . . CHICAGO 40, ILL.

Stoppers, Lookers, Buyers —
Not Just Passers by . . .
ROTASELLER motion catches every eye;
And no matter what you're selling
It creates the urge to buy.

ROTASELLER—New Departure Bearings; off-on switch. Free-turning top plate. Extra rugged. Quiet. 200 lbs. capacity. Unconditional one year guarantee . . . $24.95

REO—Same as above with rotating electric outlet for lighted displays . . $29.95

SPACE SAVER—300 lbs. capacity ceiling model with rotating electric outlet. Ideal as permanent fixtures in every department. Inconspicuous $29.95

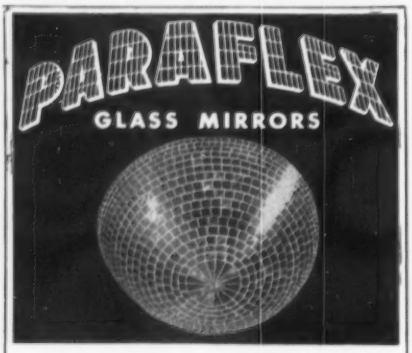
Increase store sales — all products — all seasons—with ROTASELLER motion.

SOLD THROUGH BETTER JOBBERS

Write for Descriptive Circular

ULRICH BROTHERS

2923 Agnes Street, Corpus Christi, Texas



DON'T PAINT — PARAFLEX

PARAFLEX glass mirrors cover any surface, no matter what the size or shape. Send for an estimate or send your original sample. We will cover it for a very nominal charge. Samples at all times are your exclusive property.

Write today for information

PARALLEL MFG. CORP., Dept. H
109-111 E. 28th St., N.Y. 16, N.Y.
LExington 2-8835

Reminiscing

FEBRUARY, 1931

Rex Montgomery was appointed display manager for the Penn Traffic Company, Johnstown, Pa., to succeed the late S. S. Stewart. Montgomery had been with M. Nathan & Brother, of the same city.

Carl V. Haecker, president of the Chicago Display Club, was promoted by Montgomery Ward & Co. to the position of assistant sales promotion and advertising manager of the firm's retail stores. The display department then became a part of the sales promotion department, with Haecker retaining supervision over display appropriation, production, and distribution.

Lothar Dittmar opened his own display service organization in New York City, specializing in the creation of set-pieces and decorative backgrounds.

Announcement was made of the resignation of O. E. Wheete as display manager for Halliburton-Abbott Company, Tulsa.

William S. Norman resigned as display manager for F. Goodman Dry Goods Company, Greenwood, Miss., to enter the display supply business.

W. L. Stensgaard resigned as general retail sales and merchandise manager for Montgomery Ward & Co., Chicago.

Top prizes in a national display contest sponsored by the manufacturer of the Hoover vacuum cleaner went to Everett Quintrell, Elder & Johnston Company, Dayton, and William A. Montgomery, Crosby Brothers, Topeka, in their respective classifications.

M. H. Luber, The Killian Company, Cedar Rapids, won first prize in a nation-wide clock display contest.

FEBRUARY, 1946

R. C. Gaston and R. J. Cook, previously with the J. C. Penney Company in Hamilton and Defiance, Ohio, respectively, formed a display company in Cincinnati to produce backgrounds, displayers, and the like.

French Ferguson was compelled by illness to resign as display manager for Frank Brothers, San Antonio.

Frank Bingham, for ten years in charge of display for Robertson Brothers, South Bend, announced his resignation in order to join W. L. Stensgaard & Associates, Chicago, as an account executive.

Lloyd Huset, honorably discharged from the Army Air Corps with the rank of captain, rejoined Thornton's Department Store, Bluefield, Va., as display and advertising manager.

Following his discharge from the army, Walter F. Kramer formed the firm of Kramer Displays, Inc., in Chicago. Prior to the war he had been in charge of the Chicago showrom of Garrison-Wagner Company, St. Louis.

Leslie Dorsey resigned as display manager for Oppenheim Collins, New York City.

Joseph McDermott was made display manager for May's, Brooklyn; he had been with the display staff of Abramson's, Flushing, L. I.

Arthur Charni and Bernard Downing were made co-display directors for James McCutcheon & Co., New York City.

J. Milton Robey, Volk Brothers, Dallas, was awarded the first prize of $1,000 in the Reynolds Pen Company display contest. D. A. Cowdrey, Frank Dry Goods Company, Fort Wayne, received $500, and third prize of $250 went to Vern Davis, Palace Clothing Company, Kansas City.

John R. Foley returned from military service and was made window display manager for Macy's, New York City.

Sidney Diamond and Louis Alrod returned from service and rejoined Bliss Display Corporation, New York City, as sales representatives.

Herzberg-Robbins Offers Mannequin Repair Kit

A do-it-yourself mannequin repair kit, completely equipped, has been placed on the market by Herzberg-Robbins, Inc., 110 West 30th street, New York City 1. In addition to the necessary repair materials, the kit includes finishing spray and wig lacquer.

The firm also announces that it is now handling the Fernand line of distinctive millinery heads, forms, and abstract mannequins. They come in two finishes — patina, which provides an attractive, durable and non-smudge surface, and in imported Congo cloth, which gives the forms an unusual cloth finish.

New Showrooms Opened By Lee Displays

Lee Displays, New York City, announces the opening of its new and larger showrooms at 1140 Broadway.

COMING UP!

National Fur Care Week	Jan. 26-Feb. 2
Youth Week	Jan. 29-Feb. 5
American Heart Month	February 1-28
Boy Scout Week	February 6-12
National Advertised Brands Week	Feb. 10-20
Abraham Lincoln's Birthday	Feb. 12
National Beauty Salon Week	Feb. 12-18
National Defense Week	Feb. 12-22
Valentine's Day	Feb. 14
National Sew and Save Week	Feb. 18-25
Brotherhood Week	Feb. 19-26
Washington's Birthday	Feb. 22
National Home Improvement Month	March 1-31
Spring Clean-Up	March 1-31
National 4-H Club Week	March 3-11
National Peanut Week	March 4-10
Girl Scout Week	March 11-17
St. Patrick's Day	March 17
National Wildlife Week	March 18-24
Let's Play Ball Week	March 24-31
Easter Sunday	April 1
National Hobby Month	April 1-30
National Boys' Club Week	April 2-8
Army Day	April 6
Pan American Week	April 8-14
Hardware Week	April 12-21
National Do-it-Yourself Week	April 16-23
National Garden Week	April 22-28
National Photography Week	April 24-30
National Baby Week	April 29-May 5

"SIGNPRESS"

SHOW CARD AND POSTER MACHINE

Featuring SPEED----SIMPLICITY

LOW OPERATING COST----LONG LIFE

Used for over twenty years by leading national chains.
Many have from 50 to 500 or more in use.

MODEL "A"

Furnished with printers metal and wood type. A precision built press which will last a business lifetime.

MODEL "B"

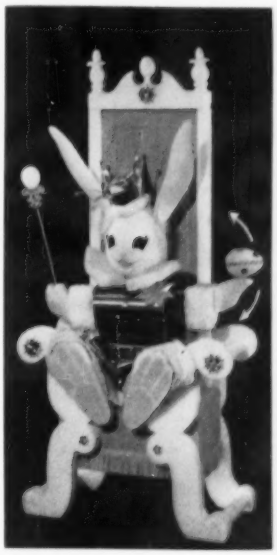
An efficient and speedy sign machine using rubber type. Produces high quality signs at low cost.

MADE IN THREE SIZES . . . WRITE TODAY FOR SAMPLES, CIRCULARS AND PRICES

DISPLAY EQUIPMENT CO.

BOX B-144 ADRIAN, MICH.

SWING INTO SPRING



500 HOUR MOTION DISPLAYS FOR EASTER 1956

BEAUTIFUL COLORS
NEW DESIGNS

VISIT PERMANENT SHOWROOMS

LANKFORD ASSOCIATES
7441 Sunset Blvd.
Los Angeles, Calif.

LERNER ASSOCIATES
220 Fifth Avenue
New York, N. Y.

Chicago Factory Display Room

JOBBER INQUIRIES INVITED

Nesbit INDUSTRIES, INCORPORATED

1823 MILWAUKEE AVENUE, CHICAGO 47, ILLINOIS

DESIGNERS AND PRODUCERS OF DECORATIVE ARTWARES

ENTER NOW—DON'T MISS THE 1956

DISPLAY WORLD INTERNATIONAL

DISPLAY CONTEST

DISPLAY WORLD'S big contest for 1956 got under way January 1. Decide now to take part. There are 99 merchandise and service classifications, and every displayman is eligible for the plaques and medal awards. This Seventh International Display Contest — with 309 awards — will continue to prove an incentive to still better display throughout the world and to reward outstanding displaymen with tangible evidence of their ability. It is our belief that this recognition of meritorious work will benefit the entire profession, and we view it as one of our obligations to the field we serve. All displaymen are invited to participate. There are no restrictions.

Top awards will be beautiful gold, silver and bronze plaques, and there will be gold, silver and bronze medals presented in each of 99 classifications covering every type of merchandise. In addition, a gold medal will be awarded each month for the best display entered in the contest during that month. Thus there will be a total of 309 awards.

Every displayman, no matter where, is invited to participate in this contest. There are no strings attached, no entry blanks, no slogan-writing; nothing is required but good displays. Read the rules carefully and get your entries started today . . . and keep them coming. The more entries submitted, the better your chances for international recognition.

CLASSIFICATIONS

1. Women's and Misses' evening wear.
2. Women's dresses.
3. Women's sportswear.
4. Women's coats, suits.
5. Furs.
6. Bridal display.
7. Lingerie.
8. Millinery.
9. Women's footwear.
10. Women's hosiery.
11. Handbags, umbrellas.
12. Women's gloves, accessories.
13. Jewelry.
14. Handkerchiefs, blouses.
15. Corsets, surgical garments.
16. Women's bathing suits.
17. Cosmetics, perfumes, etc.
18. Children's apparel.
19. Children's footwear.
20. Children's hosiery.
21. Infant's wear.
22. Men's clothing.
23. Men's shirts.
24. Men's neckwear.
25. Men's hats.
26. Men's shoes.
27. Men's socks.
28. Men's underwear.
29. Men's swim suits.
30. Men's sportswear.
31. Men's toiletries.
32. Men's robes.
33. Men's evening wear.
34. Men's gloves.
35. Yard goods.
36. Notions.
37. Linens, bedding.
38. Furniture.
39. House furnishings.
40. Paints, wallpaper.
41. China, glassware.
42. Silverware.
43. Toys.
44. Luggage.
45. Sporting goods.
46. Musical instruments.
47. Radios, television sets.
48. Gift novelties.
49. Books.
50. Stationery.
51. Greeting cards.
52. Drugs.
53. Tobacco, smoking equipment.
54. Groceries.
55. Candy.
56. Liquor, other bottled goods.
57. Refrigerators.
58. Ranges.
59. Laundry equipment.
60. Lamps.
61. Electric and gas appliances.
61-A. Major appliances.
62. Vacuum cleaners.
63. Kitchen equipment.
64. Garden tools and equipment.
65. Hardware
66. Automobile showrooms.
67. Automobile accessories and equipment.
68. Florist display.
69. Photographic equipment.
70. Optical goods.
71. Exhibit booth.
72. Exhibit display.
73. Institutional display.
74. Civic display.
75. Christmas interior.
76. Christmas facade and marquee.
77. Christmas window display.
78. Floats.
79. Showcards, pen-lettered.
80. Showcards, machine-lettered.
81. Showcards, hand-lettered.
82. Banks and other service institution display.
83. Travel display.
84. Animated display, interior.
85. Animated display, window.
86. Anniversary display.
87. Valentine Day display.
88. Easter display.
89. Mother's Day display.
90. Cotton Week display.
91. Father's Day display.
92. Independence Day display
93. Thanksgiving Day display.
94. Style show setting.
95. Interior "shops", such as "Town & Country", "Budget", etc.
96. National advertiser's display.
97. National advertiser's display unit.
98. Miscellaneous.

RULES

1. Any displayman in the world may enter this contest; it is not necessary to be a subscriber to DISPLAY WORLD.
2. All entries must be of displays installed during the year 1956.
3. Entry is by means of one or more unmounted black-and-white glossy photographs, preferably 8 x 10 inches in size. As many entries may be made as desired. No entries will be returned.
4. Each photograph must be clearly marked on the back with the name of the entrant, store, city, and contest classification. Example: "John Jones, Dexter & Sons, Kansas City, Mo. Classification No. 74".
5. All entries become the property of DISPLAY WORLD.
6. All entries must be sent to Contest Editor, DISPLAY WORLD, Cincinnati 1.
7. Entries may be submitted at any time. All entries received during a given month will be judged for the monthly gold medal award for the "Display of the month". The contest ends December 31, 1956.
8. The entry judged best in its classification will receive 3 points and a gold medal; second best, 2 points and a silver medal; third best, 1 point and a bronze medal. The entrant who receives the greatest total number of points will be awarded a gold plaque, suitably engraved; the one receiving the second greatest total number of points will receive a gold plaque; the third greatest total number of points a silver plaque, and fourth a bronze plaque.
9. Each photograph entered will be eligible for only one classification.
10. Judging for the annual awards will be done by an outstanding board of well-known display authorities. Their decisions will be final.
11. Judging for the monthly "Display of the Month" gold medal award will be done by the editorial staff of DISPLAY WORLD. Their decision will be final.
12. In case of a tie, duplicate awards will be made.

Mail Your Entries to Contest Editor

DISPLAY WORLD, CINCINNATI 1, OHIO

Chicago Branch Opened By Sidney Newhoff

Sidney and Norman Newhoff, Sidney Newhoff Associates, Los Angeles, have just made known the establishment of a new Chicago branch at 434 South Wabash avenue. It will be known as Sidney Newhoff Associates of Illinois.

Operating the new firm are Mel Butler and Mel Berry, formerly with Butler-Scheff Company, at that address, which company was discontinued on January 1.

Sidney Newhoff of Illinois will manufacture and distribute the extensive line of display props and related items which are made by the parent company. Included are display screens, floral decorations, display units, "Grip-Tite" poles and accessories.

Harry Scheff, who also was connected with the former Butler-Scheff Company, has retired.

Job Changes Made In Louisville

I. J. Kaufman, publicity director of the Louisville Display Guild, reports as follows on display happenings in that city:

"Joe Kries and Mrs. Kries, display director and first assistant, respectively, for the H. P. Selman Company, are accepting a new position with Sach's, Chicago; Kries will be display director and Mrs. Kries will be his stylist. Their successors at Selman's have not yet been made known by the store.

"James Blalock, who was display director at Byck's, has resigned in order to take a position as salesman with the Fetter Printing Company, of Louisville. His assistant, Gene Schuster, has been promoted to fill his place at Byck's.

"At this writing, Escher Bettis, display director for the Stewart Dry Goods Company, is confined to the hospital."

Canton Display Guild Elects Gordon Price

Gordon Price, of Price Advertising Company, has been elected president of the Canton, Ohio, Display Guild.

Other new officers are Marcel LeClair, Kobacker's, vice-president; Ted Daniels, Old King Cole, Inc., secretary-treasurer, and Shirley Leyda, The Parisian Company, recording secretary.

The Guild meets bi-monthly for luncheons and discussions of current display in the fields of retailing and manufacturing.

FOR
PAPIER MACHE FORMS
Selling to Jobbers Only
W. H. Display Co.
119 Ave. D
New York City 9

ORDER BY MAIL FROM ART R. COHEN

adjustable "eye ball"

SPOT LIGHT

display man's handiest lighting device

Twist it, turn it, raise it, lower it, put it in a corner, or out front. This adjustable "Eye Ball" Spot Light will serve hundreds of ways for smart accent lighting jobs. Rests on felted, 6¼" diam., heavy base. Always maintains its focused position. For use with R/40, medium base reflector lamps. Complete with cord and plug.

Choice—satin brass or satin aluminum finish
Price does not include bulb
$8.50 Each

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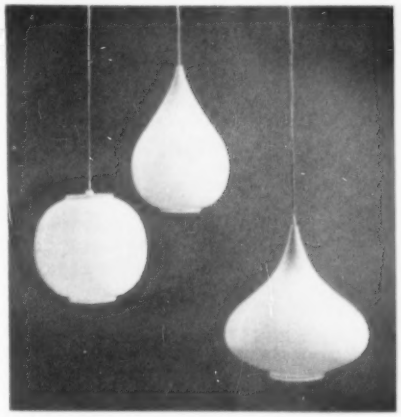
810 PENN AVENUE, PITTSBURGH 22, PA.
MAIL ORDERS FILLED PROMPTLY



Colorama Lamps Steal The Show For Duplex Display

One of the brightest spots at the NADI show was in the rooms of the Duplex Display & Mfg. Co. wherein many brilliantly lighted and vividly colored spun plastic lamps were suspended as the firm's focal attraction. It is reported the lamps are available in 5 interesting shapes and 4 intense colors of Turquoise, Red, Yellow and White. The units are fully assembled and ready for use singly or in groups. A unique wire "spreader" automatically adjusts the lamps into pleasing arrangements. Further details may be had by writing the firm's home office at 916 Arch St., Phila. 7, Pa.

Adv.

FOR THE GREATEST VARIETY OF NEW DISPLAYS VISIT THE NEW SHOWROOMS OF
david hamberger, inc.
136 west 31st street, new york, n. y.

Same Day Shipment On All Orders For
Genuine "PEG-BOARD" FIXTURES AND PANELS
Avoid delay—order from LADON for immediate, same day shipment. Complete stock to fill your needs.
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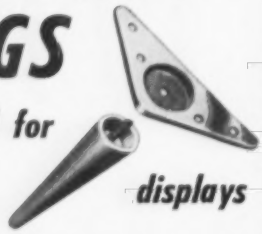
AUTOMATIC WOOD TURNINGS
All Types of Finishing
Dowels and Balls in Stock
H. ARNOLD WOOD TURNING CO.
363 Union Avenue, Brooklyn 11, N. Y.
STagg 2-5693

METAL LEGS



Ideal for displays

Tapered Tubular Steel and Cast . . .

IN: • *BRASS*
• *CHROME*
• *BLACK*

Available in lengths of 6" to 28"

WRITE TODAY FOR OUR LATEST CATALOG

HARLAN INDUSTRIES

Exclusive Distributors to the Display Trade

30 N. WELLS ST., CHICAGO 6, ILL.

CEntral 6-0092

Timbertone

HAND-MADE
3 DIMENSIONAL
WALLCOVERINGS

FOR STORE
INTERIORS
AND MODEL ROOMS

send today for booklet
of textures and finishes

Timbertone

DECORATIVE COMPANY

114 East 32nd Street, Dept. DW-05
New York, N. Y., MUrray Hill 4-3376

Suggests Use Of Starch In Making Display Props

Display props fashioned from liquid laundry starch, facial tissue, and wire screening are suggested by A. E. Staley Mfg. Company, Chicago. The company ex-

plains that recent experiments in the use of "Sta-Flo" liquid starch as an art material for finger painting, water colors, simulated oil paintings, papier mache and wire sculpture developed the basic procedures which have now been extended to commercial purposes. The following is the firm's recommendation as to materials and methods:

Materials: "Sta-Flo" liquid laundry starch; ½-inch plywood board for base; screening wire (copper is the easiest with which to work); string; facial tissue; water color brush; flitter, sequins; paint.

Step No. 1: Cut and roll enough screen to make the lower half of the trunk. Make four equally spaced cuts up from the bottom; spread out tabs on the bottom. Staple to board and tie the top with string.

Step No. 2: Cut and roll enough screen for the upper half of the trunk. Fit inside the lower half and tie. Lace a thread of the screen wire itself in and out of the joining to hold it in place. Shape into an irregular tree trunk form.

Step No. 3: Cut branches in varying length. Roll branch, extend tabs to fit around trunk, and tie in place.

Step No. 4: Brush liquid starch onto screen and apply first sheet of facial tissue. Brush liberally with starch on outside until the screen is visible through the tissue. Add three or four layers in the same manner, using plenty of starch. The tissue becomes more opaque when dry.

Step No. 5: Bend wire in an open "V" and curve the arms to look like twigs. Insert the point of the "V" into the ends of the branches, and tie in place. Wrap with tissue and adhere with starch. Bend tips of twigs into hooks if desired.

Step No. 6: Paint if desired or leave plain (it naturally is an attractive white). Flitter or artificial snow can be sprinkled onto the wet starch surface, or sequins can be pressed in. Flocking can be used to add texture if desired.

FOIL—FOIL PAPER

PUFFING FOIL—BASE METAL

All Colors

Printed Patterns — Striped Patterns

Sample Booklets On Request

ALUFOIL PRODUCTS CO.

15 FERRY STREET, NEW YORK 38, N. Y.

STUDY
WINDOW DISPLAY
AT HOME

Easy Home Study course showing how to do every phase of window display work. Merchants, display men, women and beginners will find this course the finest of its kind. School founded in 1905.

Employers: Free to you—
Names of our Graduates.

Write for literature

THE KOESTER SCHOOL

3710-12 N. Cicero Ave., Chicago 41, Ill.

TRADE MARK REG. U.S. PAT. OFF.
SAVAGE
PAPER PRODUCTS

STANDARD MAT-MOUNTS
• CIRCLE AND OVAL MAT-MOUNTS
• MAT-BOARDS • PHOTO MAILERS
• WIDE-TONE BACKGROUND PAPER

Write today for illustrated catalog

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Order Your "Naturalike" Grass Mats

and TUFF-TURF sprinklings from your display jobber today—NOW! "NATURALIKE" are the finest GRASS MATS you can buy. Ask for "NATURALIKE" when ordering.

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Vinylite window-clear — vinyl — polythene.

Price list & samples on request.

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Products of Styrofoam Manufacturing and Processing

Write for Catalog

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LUDINGTON, MICH.

WINDOW DISPLAY MATERIAL

BECKER SIGN SUPPLY CO.

319-321 N. Paca St. Baltimore 1, Md.

AD DESCRIBES DISPLAYS

[*Continued from page 53*]

some 15,000 plastic prisms and brass-plated finials. If you'd like some more statistics, there are 811 yards of satin around the columns, 25,000 feet of strung gold beads and 18,000 ornaments and 15,000 lights in both trees and garlands. Somebody had to put these thousands and thousands of things together, and the somebody, of course, was the display department.

You probably already know about the corner window at Fifth avenue and Pine street. The glass has been taken out and the floor has been converted into an ice-skating rink. The changeover required a tank 4 inches deep into which 3 inches of water-soaked sand was carefully leveled off, topped by 1 inch of water. The sand was needed to keep the ice from rippling. Sand and water is kept frozen by a 7½ horsepower compressor which labors behind the scenes with a deep chesty chug.

While the display department was planning the ice-skating window for live skaters, it was also feverishly painting up some "stylistic pink mountains" for the train window in which there are four loops of track and four trains, three of which can be operated at will by children outside. This is accomplished by some combination of devices known as a "capacity relay" which we never will understand no matter how often they explain it to us. We only know that it works.

Clipboard Displays For Fabrics

Used extensively during the mid-winter home furnishings market in Chicago were clipboard displays of rayon fabrics and carpets. The American Rayon Institute furnished these special display units to 35 manufacturers to show new rayon in casement, drapery, and upholstery fabrics, as well as in carpets and rugs.

The clipboard displays may be suspended from the wall or stand free, and the American Rayon Institute suggests that they would make excellent counter displays for stores as well; they take up very little space, being just 27 inches square. Walter Hazeltine, display consultant, created the units, working with color tints until he found a spring-like blossom-pink that complements any color fabric or carpet, whether a pearl-like pastel or a vibrant jewel tone.

One manufacturer showed his rayon fabrics cut in butterfly and flower shapes to convey a feeling of airiness that indicates the use of the fabrics for big picture windows. One carpet manufacturer used swatches in a Mondrian-like placement to tell his color story. Another used carpet swatches to indicate the range of colors and textures.

EASTER SPRING

RABBIT UNITS, EGGS AND PAPERS

PAPERS, FOILS AND ACCESSORIES

GRASS MATTING — SCROLLS — FOIL BORDERS

Send for Catalog

THE MULDNER COMPANY, INC.

397 Bridge Street Brooklyn 1, N. Y.

For EASTER!

The Fernand Line of Millinery Heads and Forms . . .

Abstract head, right and left, 18½" high. For millinery, scarves, jewelry, flowers. Patina finish or imported Congo Cloth. Colors: Yellow, Blue, Turquoise, Grey, Brown, Flesh. $23.50

Complete brochure of Heads, Abstract Mannequins and Forms sent on request.

HERZBERG-ROBBINS, INC.

110 W. 30th Street, New York 1, N. Y.

PEnn 6-3585

In Appreciation

We wish to take this opportunity to thank our many friends throughout the country who are responsible for the rapid growth of our company and which now makes it necessary for us to establish a Chicago branch to better serve our customers in the midwest.

The Chicago branch will be known as

Sidney Newhoff Associates of Illinois

and will be located at 434 South Wabash Avenue, under the management of Messrs. Mel Butler and Mel Berry.

The Chicago branch will manufacture and stock the Newhoff display products making possible the prompt shipment of all orders.

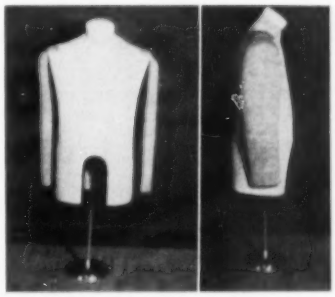
Sidney Newhoff Associates

1237 S. OLIVE STREET

LOS ANGELES 15, CALIF.

EFFORTLESS SUIT FORMING . . .

THE FORM DOES THE WORK



Model No. 161—slight pitch forward—flatter front and sides.

FORM	$7.95
Neck Block	1.50
Stand	6.50
*Sleeve Forms	pair 9.95

*Sleeve forms constructed of papier mache and are jersey covered.

"for better displays"

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615 Orchard Ave., Wilmington, North Carolina

EXQUISITE SMALL FLOWERS

For Show Case and Interior Trims

Produce display effects impossible with regular lines of display flowers. Unsurpassed beauty.

Tremendous Varieties In Stock

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Importers — Mfgs. — Exporters

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GLOWING COLORS

BLACKLIGHT LAMPS

for Spectacular

LUMINOUS DISPLAYS

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Absolutely Fireproof Sno Blocks and Flakes

FROSTEE SNO CO.

ANTIOCH, ILL.

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• WHEN WRITING ADVERTISERS •

Opportunity Exchange

Rate: $4.00 per column inch. Forms close 5th of month.

FOR SALE

WEE WILLIE WINKIE SIX (6) MECHANICAL CHRISTMAS WINDOWS

Ballroom Scene	**Hansel and Gretel**
Rapunzel Tower	**Three Bears' House**
Town House	**Mother Goose Shop**

All excellent condition. Real Traffic Stoppers.

MADE BY SILVESTRI

Sell for less than one-third original cost.
Photos on request. Call or write:

D. L. HERNDON, Display Manager

WOODWARD AND LOTHROP
Washington 13, D.C.

REALISTIC SIX PIECE MECHANICAL SANTA AND CLOWN BAND FOR 1956

Most terrific crowd stopper ever witnessed—made by Messmore and Damon. Colorful clowns consist of trombonist, drummer, clarinetist, saxophonist, tuba and Santa wearing tuxedo plays piano (we used candleabra on piano). Christmas and Dixieland music make authentic looking brass band in best window stopper in years; all are mechanically perfect. Complete with Santa, worth $3,000. Will sell for one-half price or trade with $3,000 unit or pay difference on mechanical Xmas. display worth more. Snapshot (photo taken away from setting) available upon request.

Address **BOX 2LM**
Care of DISPLAY WORLD

Study Window Display At Home
Earn good income. Easy home-study course. **Employers:** Sponsor our course for one of your employees. All will find this course the finest of its kind. School highly recommended and established in 1905. **The Koester School,** Koester Bldg., Dept. DW, 3710-12 N. Cicero Ave., Chicago 41, Illinois.

Used MANIKINS $10
2-Piece Complete—as is. Crating charge $2.50, F.O.B. New York.
MADISONIA
152 W. 25th St., New York 1, N. Y., Chelsea 3-1550

FOR SALE

One of the most spectacular Christmas Season window displays ever presented.

This display consists of 27 moving figures. The variety of characters available will surprise you. All are operated by electric motors and are fully dependable. This display was purchased at the 1954 Nuremberg Toy Fair in Germany and was their prize exhibit.

We tied in with a local milk company who paid up $500.00 for the privilege of having their name on the mechanical milk bottle. You can do this in your community.

Photos and all details furnished on request.

Contact B. Fitzgerald, Display Director
M. A. Felman Company
Joliet, Illinois

WANTED TO BUY OR EXCHANGE

Used

MOTION

Display Attractions

LARGE OR SMALL

Turn your used displays into cash. Send photo and full description and price wanted.

METROPOLITAN MECHANICAL DISPLAY CO., INC.

50 West 22nd St. New York City 10

POSITION VACANT

Experienced Display and Advertising Man for medium and better ladies and children's specialty store located in the South. Salary $5,000 to $6,000 per year. Write giving full qualifications. Prefer man with display experience in the South.

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Care of DISPLAY WORLD

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Silvestri mechanical Christmas Angel Orchestra. In good condition. Synchronizer, record player, dream puff clouds, etc.

Main floor, Garrison Wagner Angels in good condition — less than half price. A real buy for a quick sale. Photographs on request.

J. L. BRANDEIS
OMAHA, NEBRASKA
GEORGE WAGNER

FOR SALE
Mickey Mouse Club House Animated Xmas Window Display

Includes 8 animations and background properties. Used only one season, excellent condition. Write for photos and details.

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WANTED: A Creative, Experienced DISPLAY MAN (or Woman)
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An excellent opportunity is offered to the man or woman capable of initiating and creating effective, sales-producing display ideas. Tell us all about yourself in your first letter, as well as salary requirements.

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You really LIVE in the year-'round sunshine in beautiful Arizona!

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Must be thoroughly experienced in both fashions and men's wear on a high-quality plane. Write stating age, experience, salary expected.

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Care of DISPLAY WORLD

Line Wanted — Midwestern display firm desires a high quality modern line of garment racks and costumers.

Address **Box 2FG**
Care of DISPLAY WORLD

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Papier mache and Latex complete shop, going business, excellent accounts — good income — for sale or will consider inside experienced display or advertising man on partnership basis (without investment).
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Excellent Opportunity for Young Man

DISPLAY MANAGER FOR SMALLER DEPARTMENT STORE

Ability to supervise and participate in window display and sign writing essential.

ACT FAST

Write giving qualifications to
MRS. GRACE HUNTER
Personnel Manager

CARLISLE-ALLEN COMPANY
PAINESVILLE, OHIO

Attention Display Manufacturers
Our 1956-57 catalog is now being prepared. We need new display items suitable for JEWELRY stores. If you sell through jobbers, please contact us at once with all particulars. **EDWIN FREED, INC., 14 W. 23rd St., New York 10, N. Y.**

WANTED
Used Line-O-Scribe Or Showcard Machine

which prints 22" x 28" size cards.

Address **Box 2MN**
Care of
DISPLAY WORLD

POSITION WANTED
Display director desires change. Now in charge of 4 store 40 window department store chain. Men's wear specialist. Excellent background and references.

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Care of DISPLAY WORLD

SALESMEN

If you carry a foliage, mannequin, or non-competitive line and all department stores and the better stores we have the ideal line to complement it and promote sales for both.

It consists of unusual units and items in wood, brass, plaster and related mediums.

At present we have the Mid-western states including Chicago and adjacent states open. Exclusive protected territories. Write giving full details.

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Experienced only, to call on department stores and better retail shops in Metropolitan New York area with a comprehensive line of display fabrics, papers and novelties. Drawing account against liberal commissions. Write stating complete details.

Maharam Fabric Corp.
130 W. 46th Street
New York City 36

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For any WANT AD purpose:

- **POSITION WANTED**
- **POSITION VACANT**
- **USED DISPLAY EQUIPMENT FOR SALE**
- **REPRESENTATIVES WANTED**

$4.00 Per Column Inch
CASH WITH ORDER

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Salesmen Wanted — Exclusive artificial flower house. Various territories available. No objection to non-conflicting line.

Apply **Box 2GH**
Care of DISPLAY WORLD

Resident Salesmen and Window Trimmers

Earn extra money in your town or area with our easy to sell line of mannequins, wigs and parts. High commissions.

Write—

Herzberg-Robbins, Inc.
110 W. 30th Street
New York 1, N. Y.

MADISONIA

GET READY FOR SPRING!

America's Largest Manikin Refinishers & Wig Stylists

NEW YORK — 152 West 25th Street
CHICAGO — 11 South Desplaines
DALLAS — 3007 Canton Street
LOS ANGELES — 312 East 3rd Street
SAN FRANCISCO — 1190 Bryant Street

FACTORY-ON-WHEELS

It's New
It's Sensational!
It's Like Magic!

THE PRESTO Shoe Clamp

PATENT PENDING

There are innummerable ways you can use Presto Shoe Clamps, as varied and exciting as your imagination.

the magical clamp that allows you to put 6 single shoes around an 8 inch circle

Clamp the spring prongs onto glass, wood or any surface. The Presto Shoe Clamp forms an eye-catching cradle for a woman's shoe, from casual playshoe to fancy evening pumps . . . perfect too for strikingly handsome displays of men's and children's shoes!

$5.50 per dozen delivered

$60 per gross delivered

PRESTO STAPLE CO.
525 Broadway, New York City

EASTER BUNNIES

Papier mache in dancing position. 38" with bow at neck, $12.50 each. Dressed, $14.50.

Bunny heads on sticks with bow and flower spray, very lovely and adaptable, $3.50 each, $40.00 dozen.

Spring lambs with flowers, papier mache, $14.50 each.

Giant Hyacinth Tulips, 30", $7.50 each. White and pastel pearlized doves, $3.50 each.

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R. O'HARA DISPLAYS
1511 AVE. M GALVESTON, TEXAS

Yucca Poles, Cholla, Red & Black Manzanita, Sandblasted Manzanita & Grape Stumps, Selected Driftwood

We Procure Our Own Materials

Russel Morris of California
990 S. Live Oak Fontana, Calif.

Gold Strike pins

• In 1/2 lb. Flat Boxes
• Steel Nickel-Plated
(50 lb. Min.)
#1b-#17-#20-#24
77¢ lb.
SEND $1 for 1 lb. SAMPLE
S. L. KAYE CO., INC. 150 SPRING ST. N Y 12 N Y

MR. RETAILER

A complete line of price tickets on deluxe five ply card. Sales pennants and signs featured in many sizes and styles for every promotion of the year. Sample brochure on request. Inquiries invited from jobbers and distributors.

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190 Hempstead Turnpike Dept.DW Franklin Square, N.Y.

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The Showcard Machine Co.

has a new address in the

Merchandise Mart . . .

NEW ADDRESS:

948 Merchandise Mart
Chicago 54, Ill.

SAME TELEPHONE:

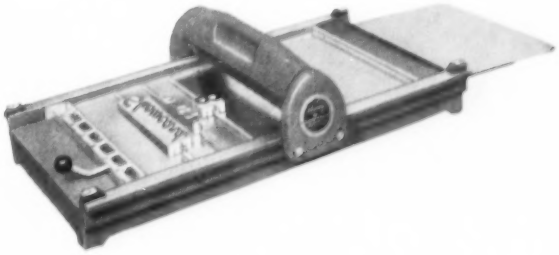
WHitehall 4-3829

We're still in the Merchandise Mart in Chicago; we've been there for 25 years. But to keep pace with the increasing popularity of Showcard Machines we have had to move offices and display rooms to another floor.

These new larger quarters mean we can serve you that much better, in answering your inquiries and in demonstrating the newest sign printing techniques.

You are always welcome, of course. Next time you're in the Mart, drop in for a visit.

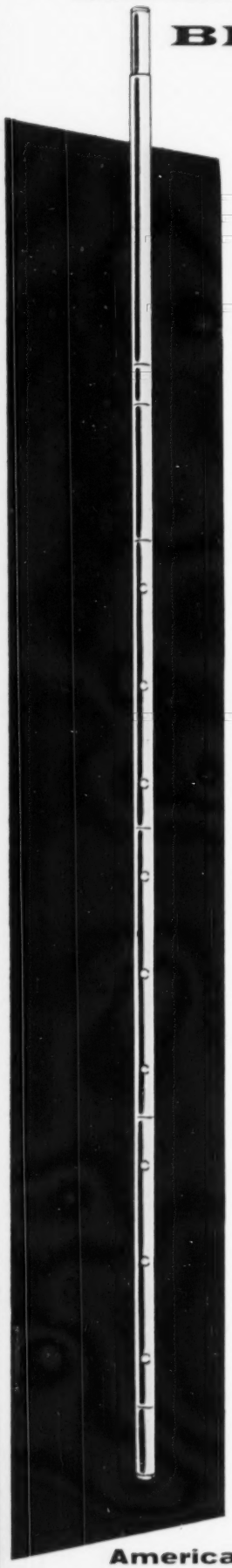
Showcard Machines are available in sizes for all needs; challenge all others in speed and economy; are unconditionally guaranteed for 5 full years. Write for literature.



Showcard MACHINE COMPANY

948 MERCHANDISE MART • CHICAGO 54, ILLINOIS

IDEAS UNLIMITED WITH BRASS MODULE DECA POLES



Modern architectural effects that would cost hundreds of dollars are attained economically with the use of this versatile deca pole. It offers a dynamic new approach to display merchandising in window and interior unit presentation.

No. MS91

Complete 12-Ft. 6-In. Pole

The Deca Pole is quality contructed of 1 ½" steel tubing. The pole is held rigidly between floor and ceiling by spring tension, and will support heavy loads. The 12'6" pole is adjustable to most standard ceiling heights. The MS91 pole is comprised of the following units: three 30" sections with holes; one 3 ¾" extension; one 7 ½" extension; one 15" extension; and one spring-loaded 30" section. Rubber plug is furnished for base section. All parts brass plated with clear baked enamel protective coating.

$24.50 each

individually packed

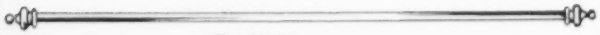
Component parts for No. MS91 Brass Deca Pole

Extra parts are available for use with the standard pole at prices listed below.

No. MS93

Three-Foot long ⅝" Tubular Rods with decorative end fittings.

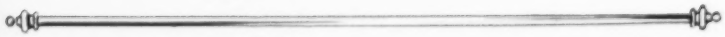
$3.75 Each



No. MS94

Four-Foot long ⅝" Tubular Rods with decorative end fittings.

$4.95 Each



No. MS95

Five-Foot long ⅝" Tubular Rods with decorative end fittings.

$6.20 Each

No. MS91G

Connector Fitting for ⅝" Tubular Rods.

$1.50 per Doz.

No. MS91F

Rubber Plug Fitting for floor section.

.25 Each

No. MS91B

3 ¾" Extension Section.

$1.60 Each

No. MS91C

7 ½" Extension Section.

$1.95 Each

No. MS91D

15" Extension Section.

$2.80 Each

No. MS91A

30" Section with three holes on 10" centers.

$3.95 Each

No. MS91E

30" Spring loaded Top Section.

$10.95 Each

KORRECT-WAY PRODUCTS Everywhere— SEEN IN THE BEST CIRCLES

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